

PRINTERS' INK.

Registered U. S. Patent Office
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NEW YORK, OCTOBER 17, 1929

10c A COPY



In the Footsteps of Craftsmen

SOME YEARS AGO Marcus & Company introduced a new idea among American jewelers. Being true craftsmen and artists, they felt that in creating a piece of jewelry one must first consider the manner in which it is to be used. In a word, a jewel should prove its beauty in the costume rather than the velvet case. . . . To this end they designed ornaments that were rich without heaviness, strong but not clumsy, and elegant without being ornate. Ever with an eye to line and color, they cut familiar stones in new and striking ways that made them even lovelier. And they began to use new gems, almost unknown to laymen, which have since become fashion's favorites the world over. . . . In presenting these singular jewels to those who live beyond the boundaries of New York, Advertising Headquarters had only to follow the footsteps of these knowing craftsmen. Mounting their colorful message in a setting, notable both in richness and restraint, they told the story of Marcus & Company which has brought the connoisseurs of five continents to the doors of this establishment.

N. W. AYER & SON • Incorporated

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco



"Thar's GOLD in them thar REGIONS"

The gold rush is running full blast. Everyone's out digging for new business, more money. And heading the crowd are those two great merchandisers, Sears, Roebuck and Montgomery Ward.

Notice where they're working! Right back in their old

field—AGROPOLIS, the prosperous farm regions, and the towns around. And do they hit pay-dirt there? Well, I should say so! \$548,000,000 they took out of there last year; something over \$700,000,000 is what they'll get this year. And most of that, mark you, will be drawn right from AGROPOLIS, the "city" of 5,000,000 well-to-do farm homes.

A market where these shrewd merchandisers can find nearly three-quarters of a billion dollars in one year is a market that will buy *your* goods. And, happily, it's a market easy to reach. The Standard Farm Unit Papers literally blanket the cream of AGROPOLIS. 2,600,000 worthwhile homes is the circulation of these 14 non-duplicating papers—and they're read from cover to cover in every home!

*Your sales problem is national—but your dealer's is always local—
The Standard Farm Unit Papers meet both!*

The Farmer-Farm, Stock &
Home, St. Paul
The American Agriculturist
Pacific Rural Press
The New Breeder's Gazette

The Progressive Farmer
Hoard's Dairyman
Pennsylvania Farmer
Ohio Farmer
Wallaces' Farmer

The Prairie Farmer
The Nebraska Farmer
Missouri Ruralist
Kansas Farmer
Michigan Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue
CHICAGO—C. L. Burlingham, Western Manager, 307 North Michigan Avenue
SAN FRANCISCO—1112 Hearst Building

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIX

NEW YORK, OCTOBER 17, 1929

No. 3

What Advertising Can Do for Cinderella Products

It Has Taken Industry's Cast-offs and Turned Them into Profit Makers

By John H. Klingenfied

Account Executive, Evans, Kip & Hackett, Inc. (Advertising Agency)

IF it had not been for the little fairy godmother, Cinderella would never have been known to the wide, wide world; would never have come to the attention of all the king's courtiers; would never have been seen by Prince Charming himself. Who would have thought that the poor little discarded cinder wench, downcast and neglected, could, in a brief period of publicity, surpass her proud sisters in popularity?

Advertising is no fairy godmother. Still, advertising has brought forth from obscurity many a Cinderella product and made it an article which the manufacturer has proudly sponsored, at least as far as profits are concerned.

Only the other day, the editor of a prominent publication brought to my attention a number of products which previously had been looked upon somewhat in the light of merchandising cast-offs.

"I have in mind," he observed, "such products as sandpaper and friction tape. Here are two articles which the distributor, if not the manufacturer, looked upon as something which he had to handle

but which was not expected to produce any worth-while profit. As a result, these items were literally kicked around in wholesale and retail establishments. Even the manufacturers gave them little, if any, merchandising attention."

Came a new order of things. For several years now, a number

of manufacturers have been advertising sandpaper and friction tape, both to trade and public. The result has been increased business for these houses.

It was about seven years ago that a New Yorker purchased a reef of oyster shell near the mouth of the Mississippi. For thousands of years, the action of the waters had been piling up the shells of these bivalves.

Oyster shell is rich in calcium carbonate — useful for a number of

purposes, and particularly so in the poultry field. If kept in crushed form and in sufficient amounts where chickens can eat it, oyster shell will increase any hen's laying capacity and also build bone and tissue.

Up to that time a considerable industry in crushed oyster shell had been built up. It was highly

IT wasn't so many years ago that casters were sold from bins. Everybody in the trade looked upon them as a nuisance product. Nobody made money selling them. And the consumer seldom got the exact caster he needed.

Then Bussick came along, took this Cinderella product and acted as its Prince Charming. Today, the lowly caster is a highly respected member of the modern merchandising family.

This article describes other Cinderella products that have been taken out of the kitchen. It also lists some more that are still waiting for a Prince Charming to come along.

localized, however. Freight rates, low list prices, possibly a lack of vision on the part of the crushers, made a profitable national sale impossible. If advertising had been thought of, it had been turned down as ridiculous. Oyster shell was oyster shell, and there you were.

Feed dealers had carried supplies of oyster shell grudgingly. The decayed bits of animal and vegetable matter clinging to the shell made it unpleasant to handle. Besides, there was dirt, gravel and pulverized shell (known as "fines") that brought dissatisfied customers back with complaints and also caused sickness in fowls. Oyster shell was cheap as dirt and naturally, because of these conditions, worth little more.

The first thing to be done was to insure the production of a satisfactory product—clean, devoid of decaying matter, screened to the right sizes for chick or hen, free from fines. This meant baking, washing and screening machinery.

Then the manufacturer bagged it, trade-marked it, priced it about 25 per cent above competition and advertised it to the farmer.

From a small beginning, this company is now the leader in the field, with national business and sizable sales in five foreign countries.

Right here, it is well to note two additional elements that have crept into our picture: Price and quality.

In this case, the manufacturer refused to go "into the red" by putting his business on a "price hagggle" basis with competition. Moreover, he expected the consumer to pay more for a better product—and save money in the end. He figured profit as a necessary part of each sale and the right profit was determined in advance—not allowed to take care of itself.

Then, it was necessary to give the public a real dollar value. Quality at a fair price was the answer.

Sometimes these two factors, price and quality, come as a result of the reflex action of his advertising on the manufacturer. Better

still, they are predetermined by a pricing survey.

In either case, the advertising is used, not merely to interest more purchasers, but also to secure right prices and to point out the economy of buying quality merchandise at as low a price as will afford trade and manufacturer a fair profit.

The Case of Kitchen Cutlery

Take kitchen cutlery. Two years ago, no exclusive manufacturer of cutlery was conducting a consistent and sizable campaign. Hardware dealers were gradually moving their displays of this merchandise from the front to the back of their stores. Kitchen cutlery had reached a "price hagggle" basis with many manufacturers losing money year by year.

I have gone into many a hardware store myself and asked for a good slicer. Nine cases out of ten, I would be shown cheap merchandise—very cheap in quality and price—very expensive when it came to value actually received.

Cinderella again!

Along comes Prince Charming in the form of an enterprising old New England house and does a little courting to the tune of a re-priced, modernized, nationally advertised line.

This year another house follows suit.

Result: An awakened consciousness by the trade in cutlery values aside from price; an increased consumer consciousness of the value of good cutlery; a marked tendency to get out of the price hagggle rut.

In the October 3 issue of *PRINTERS' INK* there is an interesting account of how an enterprising crayon manufacturer is using consumer advertising to children advantageously. Apparently, a well-conceived and carefully co-ordinated merchandising policy is in back of this effort and from all reports there has been an immediate increase in sales.

There are many other instances to cite concerning abject Cinderella products that have fared right royally at the hands of advertising. Products all the way from push

"BETT
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a dozen
knacks a
ally, he
the roof

It's hi
as Moth
and he'll

Raising the roof for progress



"BETTER make it a two-car garage, Dad," says Dick. "Even if we don't have a second car right away, you can rent the storage space—and help pay the taxes."

When the architect's plan for the Walters' new home was presented, Dick was very much "in" on the conference—plugging for a certain fire-proof roofing, for floors the gang could dance on, for an oil-burning furnace (he's been toting ashes in the old house!)—and a dozen other modern knick-knacks and angles. Literally, he's been raising the roof for progress!

It's his home as much as Mother's and Dad's, and he'll have his friends

in it half the time. Why shouldn't he have a lot to say about it? And his folks respect his suggestions; they know he's up to date; nothing new gets past his alert inquisitiveness.

The merged AMERICAN BOY and YOUTH'S COMPANION now offers you over 700,000 readers. 85% are of high school age and older. If you make modern merchandise, they'll either buy it themselves or help you sell it to their families. Advertise in their favorite magazine. December forms close October 10th.

The combined with YOUTH'S COMPANION Founded 1827
American Boy
Detroit Michigan

pins to doors and windows; from casters to mops and screening.

Even the gasoline industry burst into national advertising within the last five years.

They say the umbrella people are no longer merely standing in the rain, but moving forward with a modest associational appropriation. Perhaps canes will soon descend from their "high-hattiness" and fall into line.

More Wheelbarrow Pushers Wanted

And now, I should like to suggest a few products with trade and consumer advertising possibilities. Take the humble wheelbarrow. American manufacturers are exporting most of our wheelbarrows. According to the Wheelbarrow Association, 1,000,000 are made in this country each day.

I am not sure of how many of my readers bend their backs to push so plebeian a vehicle of transportation as a wheelbarrow. I like to do so and, mayhap, have to do so occasionally at my little country place.

There must be others like me—many of them, being suburbanites, wield rake and hoe and even pick cheerfully. Why not push a wheelbarrow?

Of course, there is room for an improved article and possibly a better price. Both could be made profitably possible with advertising.

Take gummed paper tape. Millions of additional feet would probably now be in use were this article popularized. It is convenient. It helps make a snug package for grocer, druggist or hardware dealer. It can carry the retailer's individual advertisement. More dealers should use it, *would* use it, if it were advertised and recognized by the public as the most accepted way of doing up packages. I wonder how many private families use gummed paper tape to do up their bundles?

Every time I go to my local paint dealer for some linseed oil, he asks: "Got a can?" When I reply in the negative, he fishes around for some container and gives it to me, usually at an extra charge.

How about a real linseed oil can, trade-marked, advertised?

I have often thought that the use of gasoline and naphtha for paint cleaning deserve serious attention. Most of the paint stores carry them for that purpose.

There are possibilities, too, for turpentine and benzene.

Shoe trees, clothes pins, door mats, twine, cut nails, rivets and even buttons—a heterogeneous Cinderella crowd.

I have merely touched upon a few products which seem to offer a good chance for effective exploitation with modern business methods. There are others and I dare say their name is well-nigh legion.

Now I have encountered so many manufacturers, dubious as to the value of consumer advertising on products such as the foregoing, that I believe it would be well to set down a few of the cardinal reasons other than those which are immediately obvious.

Let us suppose, for example, that we have a manufacturer in a field where there is plenty of competition but no national consumer advertising.

Advertising around his particular product may do very little to increase the total consumption of that product, but it will divert the attention of the public and trade to his particular make.

The chances are, however, that in a great many cases it *will* increase total consumption by acting as a repeated reminder to the consumer. If it is a thing that he does not immediately require, but intends to purchase, he would be more apt to do so at once. Better still, he may use this for performing a function which he could do fairly well with some other product.

Of course, in case of associational advertising the benefits are more generally distributed. It may be made to help specifically the members of the association who identify their particular product or their outlets.

One thing that advertising does do immediately is to impress the

(Continued on page 187)



How

The Des Moines Sunday Register covers 21 Iowa cities and towns in the central two-thirds of Iowa

Albia	68%	Coverage
Ames	98%	Coverage
Atlantic	75%	Coverage
Boone	86%	Coverage
Carroll	82%	Coverage
Centerville	52%	Coverage
Chariton	92%	Coverage
Charles City	79%	Coverage
Creston	69%	Coverage
Eagle Grove	86%	Coverage
Estherville	82%	Coverage
Fort Dodge	81%	Coverage
Iowa City	63%	Coverage
Knoxville	98%	Coverage
Marshalltown	67%	Coverage
Mason City	60%	Coverage
Newton	98%	Coverage
Osceola	78%	Coverage
Oskaloosa	76%	Coverage
Perry	98%	Coverage
Webster City	71%	Coverage

The Des Moines Sunday Register

(*183,017 Net Paid Circulation at 10 cents a copy)

*6 months average ending September 30, 1929

J. Walter Thompson Company

Through five strategically located offices in the United States and twelve offices in other countries which cover Europe, North and South Africa and South America, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 560,809,000



NEW YORK · *Graybar Building* · 420 Lexington Avenue

CHICAGO · *Wrigley Building* · 410 North Michigan Avenue

BOSTON · 80 Boylston Street

CINCINNATI · *Chamber of Commerce Building*

SAN FRANCISCO · *Russ Building*



LONDON · *Bush House* · Aldwych, W. C. 2

PARIS · 12 Boulevard de la Madeleine

MADRID · *Pi Y Margall* 9

STOCKHOLM · *Kungsgatan* 39

COPENHAGEN · *Axelborg*

BERLIN · *Schenker Haus* · Unter den Linden 39

ANTWERP · 115 Avenue de France

WARSAW · *Czackiego* 17

ALEXANDRIA · Egypt · 27 Rue Cherif Pacha

PORT ELIZABETH · South Africa · Netherlands Bank Building

BUENOS AIRES · Argentina · 50 Calle San Martin

SAO PAULO · *Praça Ramos Azevedo* 16

An Industry Advertises—But Not for Increased Sales

Although Its Present Production Is Being Absorbed, the Roquefort Cheese Industry Will Advertise as a Matter of Insurance

By Eldridge Peterson

PRODUCERS of Roquefort cheese—an industry dating back 2,000 years, to a time before the country which now produces it was ever known as France—have started a co-operative advertising campaign in America. This advertising will not seek primarily to increase the sales of Roquefort, its total production at the present time being absorbed by long-established markets. It will, rather, constitute a campaign of advertising insurance; for producers and distributors of the cheese do not want their product forgotten amid the attractive enticements of the makers of other types of cheese.

In other words, although the present production of the cheese cannot stand too great an expansion of its market, the increased advertising, of other types of cheese may influence consumers away from Roquefort. Inasmuch as cheese is not consumed in great quantities by the individual, it is not likely that such consumers would continue to eat as much Roquefort as usual and it is against this possibility that the present campaign is intended to insure.

Copy for the initial advertising in the United States, which is appearing in periodicals of general circulation, will tell something about the history, the sources and the method of making Roquefort cheese and will also describe new and old methods of using it. Space will be taken, too, to tell of the va-

rious appearances of Roquefort during its period of development, and an effort will be made to educate both retailer and consumer to a more particular care of the cheese in order that it may be eaten at its best.

This copy theme will be used



Hundreds of years ago a cheese maker in Roquefort, France, took his sheep's milk cheese and stored it away in a natural refrigerator—a long, deep, cool cave. Months later he took it out and found his white cheese traced through with veins of delicate green.

A plain simple cheese had been miraculously changed into a cheese of extraordinary flavor; a flavor both delicate and piquant; a flavor unlike that of any other cheese he had ever tasted.

Today thousands of sheep graze on the slopes of the mountains around Roquefort to satisfy the worldwide demand for this extraordinary French cheese—and only the Caves of Roquefort can develop its delicate green veins of flavor.

Roquefort Cheese is nutritious without being at all fattening, and is highly beneficial to the digestive system.

Digestible
ROQUEFORT
QUEEN OF
CHEESE

IMPORTED FROM FRANCE EXCLUSIVELY

INDICAT IN FROMAGE DE ROQUEFORT, 44 RUE DU PO. ST. HONORE, PARIS

How the First Roquefort Cheese Was Made Is Told in the Copy of This Advertisement

since an investigation showed that the average consumer, and even the retailer, is ignorant of many of the facts about Roquefort and much mystery is associated with the green color which is responsible for the distinctive Roquefort flavor. The story the campaign will tell will be taken from the following facts about this ancient industry, which has adopted many modern methods of production and

Thorough Trading Area Coverage Through One Newspaper!

Milwaukee Payrolls Seventh in the Nation

MILWAUKEE, fourteenth city in population, ranks seventh in the nation as a manufacturing city according to recently issued federal census figures. Milwaukee's annual industrial payrolls exceed those of Pittsburgh by about \$32,000,000; Boston, Los Angeles, Baltimore and Buffalo by \$20,000,000! The average industrial wage in Milwaukee is 5% higher than the average for the fifteen leading manufacturing cities!

As America's first city in diversity of industry, Milwaukee is always busy and prosperous—and offers the added sales advantage of thorough one paper coverage of more than four out of five homes.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

418 National Accounts Used The Journal Exclusively in 1928!

distribution in spite of the many centuries of precedent behind it.

The world's production of Roquefort originates within a radius of 150 miles of the little village of Roquefort, which lies in the province of Aveyron, in Southern France, where today nearly 2,000,000 sheep produce the milk from which the cheese is made. The concentration of the industry into the small area around the little village is caused primarily by the presence there of extraordinary rock caves and grottos connected with one another and with the outside by numerous channels. Through these channels there is a vigorous circulation of air at a low temperature which is constant the year round and of a high natural humidity. The Roquefort fungus or mold, which is responsible for the development of the distinctive flavor, occurs naturally in the famous caves of the village. The original method of making the cheese, unchanged for centuries, is still continued. It uses ordinary sheep's milk cheese, which is seasoned in the Roquefort caves, where inoculation is produced naturally.

The marketing of the finished Roquefort cheese presents its own problems. As early as 1840, the advantages of co-operation in both production and marketing became apparent to the owners of six of the Roquefort caves. This initial interest in the benefits of co-operation has resulted in the formation of a co-operative society which has been in control of a majority of the caves since 1882.

This final organization now has three planks in its program. These are: First, to organize efficiently the methods of production; secondly, to develop a selling organization for the cheese and, thirdly, to stabilize the ratio between the costs of production and the cost of selling to guarantee the interests of the farmers, the cave owners and the consumers. This society makes rules for regulating the price of purchasing sheep's milk, the quality of the product and the price of sale and other matters affecting the industry.

The present advertising campaign is being conducted by the Syndicat De Fromage De Roquefort, the name of the governing body. This Syndicat is also engaged in scientific research in order that fungus growth, so essential to the perpetuation of Roquefort cheese, may be maintained, and in the establishment of model dairies to which the sheep's milk of the Roquefort area may be taken for its preparation for the cheese to be laid in the caves.

There are in all about forty brands of Roquefort coming from the various caves. The advertising features no special brand, but Roquefort cheese in general. It is not possible in America to trademark the name Roquefort, since it is a city name, but inasmuch as the production of the cheese has not been, and is not likely to be, possible outside of the Roquefort caves, the product is well protected. In the advertisements, the name Roquefort is presented in a semi-circle to suggest the rotundity of the cheese wheels, and this practice will be continued as a sort of identifying mark.

The Roquefort advertising may be extended later to newspapers. At present, quarter pages in magazines are being used. Advertising has been considered for many years by the Syndicat, but the present campaign marks its first venture into advertising as an industry, which, during a period of twenty centuries, has continued its growth and progress.

Presbrey to Direct All Shredded Wheat Advertising

Effective January 1, the Frank Presbrey Company, New York advertising agency, will direct all of the Shredded Wheat advertising account. Plans are now being made for a campaign calling for the use of newspapers and magazines.

S. C. Johnson Account to Needham, Louis & Brorby

S. C. Johnson & Son, Racine, Wis., manufacturers of Johnson's floor and furniture wax, varnishes, enamels, etc., have appointed Needham, Louis & Brorby, Inc., Chicago advertising agency, to direct their advertising account. The appointment is effective January 1, 1930.

NEWS



Another Reason Why 4 Out of 5 Homes in Detroit Take The Detroit News

An aerial reporter and photographer are regular members of The Detroit News' reportorial staff. Photographs and often news dispatches of events hundreds of miles from Detroit are rushed to the city desk with a speed transcending the swiftness of the wire. So often in fact does news break into print first in The Detroit News that to be without a copy of the Home Newspaper is to be hopelessly behind the world. The largest editorial staff in Michigan makes The News indispensable to every worth while home in the Detroit area and therefore indispensable to the advertiser.

The Detroit News

THE HOME NEWSPAPER

New York Office:

Chicago Office:

I. A. Klein, 50 E. 42nd St.

J. E. Lutz, 180 N. Michigan

YOUR CHICAGO OUTLET SATURDAY

THE CHICAGO DAILY NEWS
SATURDAY, SEPTEMBER 14, 1929
A PART OF TODAY'S NEWS

Chicago Office:
180 N. Michigan

Advertising Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

DETROIT
Joseph R. Seolore
3-241 General Motors
Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat'l
Bank Bldg.

ATLANTA
A. D. Grant
711-712 Glenn Bldg.

Member of the
100,000 Group of
American Cities

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

LET'S refer THE CHICAGO DAILY NEWS TO PHOTOGRAVURE

three reasons . . . pictorial beauty and interest, concentration in the market, and selling power . . . Chicago local advertisers do 75% of their total gravure advertising in the Saturday Photogravure Section of The Daily News.

usual beauty of reproduction . . . exact market definition . . . but most of all, the selling power of the newspaper which local outlets prefer, too, black and white.

Local dealers naturally prefer national advertising in their own most productive medium. It's just plain business logic.

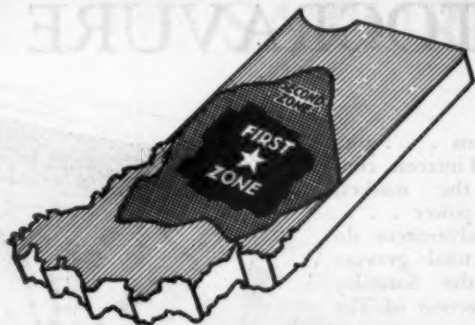
The most effective support you can give them is therefore . . . advertising THEIR medium — The Daily News Saturday Photogravure.

Local photogravure advertising in The Daily News totaled 160,171 square lines in the first nine months of 1929, against 89,856 lines in the other Chicago medium.



GO DAILY NEWS

Home newspaper



-how BIG is this market?

THE Indianapolis Radius extends about seventy miles in each direction from Indianapolis. It has an energetic and industrious population of approximately two million, which is greater than the population of Kansas, Nebraska, Washington, Florida, Connecticut or any one of twenty-one other states. You can sell this unusual market with one medium because—

The News . . . ALONE . . . Does The Job!



**The
INDIANAPOLIS NEWS**
sells **The Indianapolis Radius**
DON BRIDGE, Advertising Director

New York:
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

THE average size of the Saturday issue of "The Great Hoosier Daily," is thirty-six pages

A Method for Getting Practical Solutions to Sales Problems

If Properly Carried Out the Difficulty Analysis Method Points to the Vital Parts of a Given Problem

By Richard C. Hay

EVERY sales executive is interested in any method which will make it easier for him to arrive at practical solutions for his sales problems. One of the most useful and scientific methods that has been developed in recent years is the Difficulty Analysis Method, which has many applications in sales work and which offers the executive a means by which he may more quickly and more surely get workable solutions to his problems.

I was first introduced to this method of work in 1924 by Dr. W. W. Charters, now Dean of the Bureau of Educational Research at Ohio State University, who was at that time acting as the sales training consultant of the American Radiator Company. We wished to establish a training class for new salesmen in the fall of the year and needed to get the material together to use in building the training course. Dr. Charters recommended that we collect the material for the sales portion of the training course by means of a difficulty analysis. Every salesman has certain troubles or "difficulties" which will vary in number from a great many in the poorest salesman, to the relatively small number of difficulties of the best salesman. A study of good salesmen, average salesmen and poor salesmen will quickly call to the interviewer's attention a considerable number of problems and difficulties which these salesmen have to overcome.

A proper collection and classification of these difficulties, together with the best solutions for each difficulty, automatically will give the basis for constructing a sales training course designed to prepare the new salesmen and assist the older salesmen in overcoming their difficulties. In other words,

when the difficulties of each salesman are definitely known, it is easily possible to build the curriculum of a training course designed to equip the salesmen to meet and overcome their difficulties in the most effective manner.

Accordingly, the new sales training course of the American Radiator Company was based on a difficulty analysis made during the course of field visits to twenty-five salesmen representing all types of territories. During this work 256 difficulties were listed and one or more solutions for every difficulty noted. These difficulties grouped themselves naturally under the following heads:

1. Personality of salesman.
What are his weaknesses and what are his strong points?
2. Technique of the sale.
Analyze the technique of handling various types of sales.
3. Personal difficulties encountered by the salesman.
What difficulties does the salesman encounter in selling company products? These difficulties, however unimportant they may seem, should be listed—these being secured from interviews with the salesman and from observation of his work.
4. Trade difficulties and weaknesses.
Troubles arising out of peculiarities of the trade, such as competition between dealers in the same town; competition in the same territory from jobbers handling company products, and other points of a similar character.
5. Objections to company products.
These objections can be listed from three angles:
(a) Distribution of the product.
(b) Construction of the product.
(c) Use of the product.
Show what these objections are and how they are answered by the salesman.
6. A list of talking points of company products can be made at the same time as the interviewer is securing the objections to company products.
6. Why don't dealers sell more?

During the course of the difficulty analysis it was found that it was desirable to follow a standard technique, three points being fundamental to interview work:

1. Don't do the talking yourself—let the other fellow do it.
2. Get specific details. Keep raising the question "how?"
3. Write up the interview as much in the language of the man interviewed as possible.

To show the possibility of the difficulty analysis there follows a list of difficulties encountered by salesmen in handling the interview. When a *best* solution or group of solutions had been secured for each of these difficulties, material resulted which was invaluable in training salesmen and in helping senior salesmen secure better results.

A. Opening the interview.

1. Awkward in opening the interview.
2. Does not know how to open interview.
3. Salesman doesn't size up customer properly.
4. On entering the store of a new prospect, salesman has no method developed for finding out who is the buyer.
5. Salesman does not know how to eliminate waste time and effort, such as caused by waiting in the dealer's store, etc.
6. When calling on new accounts, salesman does not know how to go about overcoming the customary trade attitude toward the "new man."

B. Conducting the interview.

1. Allows interview to drag out too long.
2. Allows customer to get him into an argument.
3. Does too much of the talking.
4. Arguments poorly presented.
5. Allows customer to get him at a disadvantage.
6. Is afraid of the customer; does not stand up to him.
7. Salesman is too familiar with the customer.
8. Salesman lets the customer put him off, does not press for an answer.
9. In handling the interview, the salesman is not able to get past such objections as
 - (a) "I don't need anything today," or, "I am not in the market."
 - (b) "I am too busy to see you."
 - (c) "I just placed an order for your goods."
 - (d) "I can't buy just now; I've got some other things to do."
10. Salesman is not able to get an initial order on new lines when the dealer already has a fair-sized stock of
 - (a) Older products or
 - (b) Competitor's product which is moving well.
11. Salesman cannot induce the dealer to order by telephone or mail when his stocks get low or when in need of material.
12. Salesman has no answer ready for the dealer who claims that company products are inferior.
13. Does not know how to refuse to help one dealer when a similar request

has already been made to a competitor.

14. Salesman discusses competition too freely.
15. Salesman has not lost the feeling that all rebuffs and criticisms are personal, and has not gotten the "feel" of being the *company* in his territory.
16. Salesman does not effectively sell the company to the dealer and to his men.

17. Salesman does not secure the confidence, respect, and friendship of his customers and their clerks.

C. Handling types of customers.

1. Even though some of the salesman's customers are perhaps ill-mannered, obstinate, and antagonistic, and some of them may be ignorant, yet the salesman does not develop and maintain a kindly, interested, and helpful attitude toward them.

2. When salesman has found the buyer, he does not

(a) Size him up to decide what kind of approach and appeal to make;

(b) Have a sufficient variety of approaches for use with different types of customers.

3. Salesman does not fit his sales talks to the customer's particular likes, dislikes, peculiarities, and hobbies.

4. When the salesman finds a customer who will not talk, or one who answers curtly with "Yes" or "No," or one who will not listen or moves around in the store, he does not know how to sell him.

5. Salesman does not know how to handle the "cocky" customer; for instance:

(a) The man who dares you to sell him, and who aims to "show you up";

(b) Salesman customer who says, "I sell my customers what I have got, not what they want," or "I can sell anything I want to sell."

6. Salesman does not properly handle the customer who always wants a "deal."

7. Salesman has no method for getting around the customer who says:

- (a) "I am not going to buy today,"
- (b) "Come back in a week."
- (c) "See me next time around."

D. Mechanics of the interview.

1. Does not have his lists in such shape as to make it easy to turn to the right one to reinforce a point.

2. Salesman cannot get back into the sales interview and sell effectively when he is interrupted by

- (a) The entrance of customers,
- (b) The ringing of the telephone, or
- (c) Other salesmen or delivery drivers getting the customer's attention.

3. Salesman has no method developed for selling the customer whose store is crowded with customers or visitors.

4. Salesman does not know how to meet special opposition of the dealer, due to the presence of a third party (who "listens in" on the interview) such as

(a) Competing salesmen (jobber or otherwise),

(b) A customer, a friend of the dealer, or

(c) Another representative of the company, especially from the general office.

E. Closing the interview.

1. Salesman closes the interview too abruptly.

In recording the best solutions for difficulties it was found to be desirable to write the answers as much in the language of the salesman as possible. In each interview the attempt should be made to secure from the man interviewed two types of information:

1. Is the list of difficulties complete?

It is best for the interviewer not to show his difficulty list, but to let the man interviewed develop his own ideas without the confusion of a long list already prepared.

2. Always ask the question "How do you meet this?" each time a difficulty is mentioned.

In the course of the work preparatory to the holding of a sales training class for the American Radiator Company, as previously mentioned—256 difficulties were listed. To secure complete answers to all of these difficulties obviously would require such a large amount of time and labor that we looked around for a method by which we could secure additional information at a low cost in time and money. The first solution adopted was to send a list of the most important of the difficulties to every salesman in the company and ask each man to record his method of handling each of these major difficulties.

This resulted in a list of forty-four questions which were considered to be the most important of the 256 difficulties encountered in the course of the field study. These forty-four difficulties were carefully phrased in the form of questions to make them entirely clear and to indicate to the salesman the exact type of information desired. These were then sent to every salesman in the company with the request that he give his ideas and experience on each question, and twenty prizes totaling \$1,000 were offered for the best answers.

Out of 212 salesmen eligible in this selling methods questionnaire contest, 184 men submitted complete answers. This resulted in an amazing amount of valuable information which when summarized and analyzed formed a splendid basis for the work of training new salesmen.

This type of questionnaire as a

supplement to a field difficulty analysis is an excellent means of securing valuable selling information in a comparatively short time and at a low expense. The use of this method is open to every sales organization that wishes to develop detailed information on the work of its salesmen.

After the selling methods questionnaire produced such remarkable results it was decided by the executives of the American Radiator Company that certain problems were of such immediate importance that it was desirable to call together the leading salesmen of the company to discuss these problems in a one-day session. This, for want of a better term, was called a "Sales Clinic." The first sales clinic had to do with the selling of the Ideal Type "A" Heat Machine, the deluxe boiler of the company.

To the Type "A" sales clinic were brought eight salesmen whose records of sales indicated that they were the best salesmen in the company on this product. A program was drawn up based on the summary of material collected in the course of the difficulty analysis and the selling methods questionnaire. Due to the fact that a considerable amount of information had been summarized it was possible to allot a stated amount of time to each section of the discussion.

The Type "A" sales clinic not only developed new information on the best methods for selling this boiler, but it also placed new emphasis on certain phases of the subject which resulted in a complete revamping of the sales methods followed in selling this boiler.

As an example of the material developed by the sales clinic, it was emphasized by every man in the meeting that more than 50 per cent and in some cases as high as 75 per cent of the sales of Type "A" boilers were made as replacements for old boilers. That the Type "A" boiler was used on replacement jobs was known before the sales clinic was held, but the extent to which it went in on replacement work was not known until brought out in the sales clinic.

So we see that the difficulty

analysis forms only the first part of the study of sales problems. It can be very profitably followed up by a questionnaire sent to the entire sales organization, which in turn can be followed with positive assurance of profit results by sales clinics called to discuss specific problems of importance.

There are four specific fields in which the difficulty analysis method can be applied profitably:

1. *To set standards on which to base the selection of salesmen.*

If the executive knows the difficulties a salesman must meet and conquer in the course of his work, he will be in an excellent position to judge the kind of men needed for the work.

2. *As a means of developing material for sales training work.*

Material developed in the course of a difficulty analysis, although it may be collected for the use of new salesmen, will at the same time develop splendid material for use in training of senior salesmen, either "on the job" in branch sales meetings, or in headquarters meetings.

The writing of a sales manual is very considerably facilitated if the executive has available material collected in the course of a difficulty analysis. When the sales manual is prepared, if it is based upon a difficulty analysis, it carries weight and induces conviction with the salesmen as it would not do were it made up out of some executive's mind.

3. *To develop material for resale work.*

Studying dealers' difficulties can be approached from five points of view:

- (a) Merchandising.
- (b) Operating and business methods.
- (c) Training of clerks.
- (d) Personal calls on prospects.
- (e) Sales promotion and advertising.

The purpose of the difficulty analysis of retail methods is not only to isolate the important dealer difficulties, but also to record the best solutions found for each of the difficulties. These solutions when gathered together in one place and properly interpreted, form a splendid basis for the manufacturer's work in helping his dealers make money.

Studying dealers, both good and bad, develops not only a complete list of dealer difficulties, but also develops many splendid solutions for difficulties encountered by dealers.

Every manufacturer should determine for himself which of the dealers' difficulties are of greatest importance and then concentrate on those difficulties and develop as many practical solutions as possible, and see that those solutions are understood and applied by his dealers.

4. An important use of the difficulty analysis method is in determining the salesman's difficulties in helping dealers make money.

There are many and varied uses

for the difficulty analysis method and the results secured in actual use indicate very surely that the method can be applied with profitable results. It is my feeling based upon first-hand experience with this method, that it is the best one so far devised for analyzing and solving sales problems. It is very simple of application, and if carried out properly invariably points to the vital parts of any problem and almost invariably develops practical solutions for the difficulties encountered.

H. M. Bourne, Vice-President, Street & Finney

Humphrey M. Bourne, formerly advertising manager for four years of the H. J. Heinz Company, Pittsburgh, and more recently with Henri, Hurst & McDonald, Chicago advertising agency, has been appointed vice-president in charge of copy of Street & Finney, Inc., New York advertising agency. Mr. Bourne was, at one time, chief of copy of Gardiner & Wells, Inc., New York and, previously, had been copy director of Erwin, Wasey & Company.

M. S. Gould Joins Hoyt Agency

Maurice S. Gould, formerly vice-president of the M. P. Gould Company, Inc., New York advertising agency, has joined the Charles W. Hoyt Company, Inc., advertising agency also of that city, as vice-president.

Foster M. Stewart, formerly secretary of the Gould company, has also joined the Hoyt agency.

J. M. Handley, European Supervisor, Erwin, Wasey

John M. Handley, of the New York office of Erwin, Wasey & Company, will leave for Europe shortly to become European supervisor of that agency. After a period at Milan, Mr. Handley will be located at the Erwin, Wasey Paris office.

Brown Shoe Account to Gardner Agency

The Brown Shoe Company, Inc., St. Louis, Buster Brown and Brownbilt shoes, has appointed the Gardner Advertising Company, of that city, to direct its advertising account.

Glass Container Association Appoints Ayer

The Glass Container Association of America, Inc., New York, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

THE average net
paid circulation of the
**New York Evening
Journal** for the six
months ending Sep-
tember 30, 1929

628,178

..... the **Evening
Journal** has 29,000
more circulation than
the next two stand-
ard New York eve-
ning newspapers
combined!

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

NEW YORK, 9 East 40th Street

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

NEW YORK—International Magazine Building

CHICAGO:	DETROIT:	PHILADELPHIA:	ROCHESTER:	BOSTON:
Hearst Building	General Motors Building	Fidelity Philadelphia Trust Building	Temple Building	5 Winthrop Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

NEWSPAPER

HELP!

THE merchandising kind is what we have in mind, and the Boone Man knows that fifty percent of it should be careful planning ahead and fifty percent the actual field work carefully supervised.

His recognition of this fact lends great value to the merchandising service he offers in behalf of the papers he represents.

He talks of his sixteen newspapers in terms of what they are market wise

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BOSTO
Winthrop

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Roc

ADVERTISING

and how they can work for a manufacturer to promote greater sales and increased profit.



CALL IN THE BOONE MAN

RODNEY E. BOONE

General Manager, National Advertising

CHICAGO
Hearst Bldg.

NEW YORK CITY
International Magazine Bldg.
57th Street at 8th Avenue

DETROIT
General Motors Bldg.

BOSTON
Winthrop Square

PHILADELPHIA
Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Evening

Chicago American
Detroit Times
Baltimore News
Wisconsin News
Washington Times

Boston Advertiser
Albany Times-Union
Rochester American

Sunday

Detroit Times
Baltimore American
Syracuse American

S E R V I C E

pins, pianos, pumpernickel,
paintings, potatoes
and what have you
are all being
sold to
Detroit's "newer half"
—those 800,000 people
who moved into the
motor city since
1920—
and their newspaper
is The Detroit Times
as evidenced
by the
comparative circulation
statements over the
period of the
eight changing years.

"THE TREND IS TO THE TIMES"

Dealers Play Important Part in Shaping Walk-Over Policies

Walk-Over Shoe Dealers Gather in Convention and Out of the Convention Come Results That Are Businesslike—and More

Based on an Interview by Arthur H. Little with

George H. Leach

Vice-President, Geo. E. Keith Company

INVITATIONS have just gone out for the next convention of an organization unique in business, the Walk-Over Dealers Association. Next July the dealers will convene at the factory that makes the shoes they sell—the plant of the Geo. E. Keith Company, in Campello, Mass. And what will happen at that convention, and in particular what will happen at a conference in a hotel suite in Boston next month, will typify a most unusual situation, a most unusual relationship in the manufacture and distribution of merchandise.

Manufacturers who sell their goods through retailers give much thought to the matter of dealer co-operation. Upon that co-operation are hypothecated the manufacturer's efforts toward sales promotion. Upon the assumption that co-operation will be forthcoming—or can be inspired and developed—the manufacturer spends money for window displays, for co-operative advertising with his dealers, for educational work aimed at the improvement of across-the-counter salesmanship.

To the end that he may hold his outlets against competition, the manufacturer strives to hold his retailers' good-will and personal friendship.

And he strives for closer contact with his dealers for reasons more fundamental—reasons that entangle themselves with his problems of policy. His retailers can gauge public demand and observe, firsthand, public reaction. He may originate styles and concoct supporting advertising; but his retailers—if they will—can tell him more quickly than can his sales records how well his styles and his advertising are being received and why. His retailers, besides, are his direct

customers. Upon them impinge his policies of price and discount and credit. How do they feel, what do they think, about him and his business ways? The manufacturer seeks a kind of contact by virtue of which his retailers may become articulate.

In November eleven men will meet in a Boston hotel and scan a stack of papers. The eleven constitute the executive committee of the Walk-Over Dealers Association. The stack of papers will represent the returns on a questionnaire—a most searching sort of document that will have been sent by this dealer committee to all Walk-Over dealers, inviting comment, suggestion, criticism and complaint touching on the Geo. E. Keith Company's products, policies and methods in general and in particular. The committeemen will read the answers and compile and translate them in the form of a general report—adding, most likely, a few ideas of their own.

Next morning the committeemen, armed with their report, will board a special motor bus, ride out to the Keith factory and lay their report before the Keith management, accompanied, very likely, by some such speech from the committee chairman as this:

"Well, there she is."

Then will follow two days of conference with Keith officials and executives, from President Harold C. Keith down. The committeemen will speak right frankly. They will criticize and comment and suggest. They will remark that certain styles of shoes are or are not going well. They will discuss such matters as whether or not Walk-Over advertising, as served by the Keith management, really is good and whether Walk-Over

shoes are holding their own against competition. They will ask pointed questions about Keith policies in general and in particular about such details of administration as the company's management of correspondence and the factory's method of bottoming shoes for women.

"In general," Vice-President George H. Leach of the company remarked to me, "they'll give us fellows here at the factory our two stiffest days of the year."

And the committeemen will be answered—and shown. They will ask for information and for concrete evidence, and they'll get it. With the responsible heads, they will thresh out suggestions and criticism. The management will say: "On that point, you're right, and it shall be done. But this that you suggest cannot be done. And here's why."

The conference ended, all matters discussed and disposed of, the committeemen will compile a report to their constituents—to the dealers' association membership.

Although elected by the association members, the executive committee functions as an entity. The association itself—consisting of some 300 Walk-Over retailers—meets every eighteen months, alternately in Chicago just before the national convention of the National Shoe Retailers Association, and in Campello.

But the executive committee in the interest of quicker and more timely action on merchandising matters, convenes every six months, compiles the results of its questionnaire to members, meets with the Keith management and reports to the membership the conference results.

Membership in the dealers' association is open to any Walk-Over dealer. Financially, the association is self-supporting, deriving its funds from membership dues that are graduated in proportion to the dealers' respective volumes of gross sales. Walk-Over shoes are sold through two kinds of stores—independent and company-owned. But membership in the association is open to both the independent merchant and the company-store manager.

Quite literally, the association runs its own conventions. The company offers assistance in arranging programs and engaging speakers, but the association's own program committee is the final authority. A typical convention covers considerable ground. For instance, this year's gathering—in Chicago, in January—opened with addresses by two presidents. Al A. Stentz, of Fort Wayne, Indiana, the association's own president, spoke first, and was followed by the company's president, Harold C. Keith. Then the secretary-treasurer reported, and, immediately after luncheon, the convention settled down to business. Association members, assigned by the program committee, led discussions of selling methods, of credits, of direct advertising for stores. A representative of the company's advertising agency talked on magazine advertising. Harold W. Copeland, the company's general sales manager, spoke on "The Common Objective," and William T. Card, the company's advertising manager, talked on newspaper advertising.

Officers Speak Only on Invitation

Unless he is invited to do so, no officer or representative of the company speaks on a convention program, nor, unless he is asked a question, does he raise his voice in the general give-and-take discussion that follows every convention speech.

Each convention concludes, officially, with the election and installation of officers for the coming eighteen months, and then follows a style show of Walk-Over shoes.

It happens that the Walk-Over Dealers Association is spontaneous, for without the company's knowledge it came into existence, some twenty years ago, with a volunteer meeting of Walk-Over dealers in Kalamazoo, Mich. But to all manufacturers it may stand as an example of the extent to which dealer co-operation can be developed.

"To us," said Mr. Leach, "our experience seems to have demonstrated that through sincere co-operation the relationship between a manufacturer and his dealers can

now two more records!

The Chicago Evening American of Friday, October 11, created two outstanding records in a season of notable achievements. Eighty pages made that day's paper the largest in Chicago Evening American history, and bigger than the issue of the same day a year ago, by 20 pages.

A total of 467 columns of paid advertising set a mark nearly 18 columns over all previous totals, and exceeded the total for the same day a year ago, by 136 columns.

CHICAGO EVENING AMERICAN

a good newspaper

National Representatives: RODNEY E. BOONE ORGANIZATION

One of the 28 Hearst Newspapers read by more than twenty million people. Member of International News Service, Universal Service and Audit Bureau of Circulations.

be raised to a plane above mere barter.

"The motive, of course, is the motive of better business. Nothing that I know of could be more businesslike than one of the association conventions, or one of the sessions of the executive committee. Close contact with our dealers enables us to know, not merely what is in the minds of the public, but what is in the minds of the dealers themselves. Because they have their own self-governed organization, they feel free to speak frankly. We learn their problems, and they on their part learn ours. They see, and understand, the reasons behind our policies.

"But I venture to say that there isn't a man in the association—and I know there isn't an executive in our offices here at the factory—who wouldn't tell you that the purely businesslike advantages of our relationship are less important than are certain advantages that scarcely can be called businesslike at all.

"The fact is that business is something that may be made enjoyable. It has its elements of humor. For example, there's nothing that gives me more fun than to hear one of our own store managers, an association member, stand up in a session and in the presence of the company's officers lambast the company. Do our men speak their minds? They do!

"And then there are elements in the situation that aren't funny at all.

"In 1924, here at Campello, we observed our company's fiftieth anniversary in business. At their clubhouse and in their park, our employees staged a pageant and a field day, and it happened that the date of the celebration came just before an association convention. The dealers came on to Campello ahead of time in order to be on hand. They had a glorious time. Truly, the affair was a Walk-Over family party.

"And here's something unusual, something the Geo. E. Keith Company never will forget. One of the events on that field-day program was the dedication, in the employees' park, of a bandstand, a

memorial to the founder of our business, George Eldon Keith, who died in 1920. The bandstand cost something over \$10,000. And it was the gift of the Walk-Over Dealers Association.

"Our company is old, for even in 1924 its tradition ran back more than a century and a half to the days when Levi Keith, great-great-grandfather of our present president, was tanning leather here in New England and making shoes.

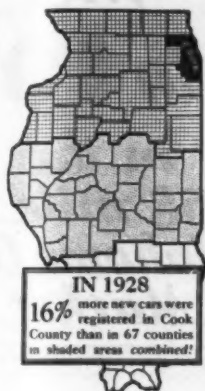
"We who have grown up in the company think of it as more than a business enterprise. And two years ago our dealers demonstrated to us that they think the same way. Here at the plant, employees who have been with the company twenty-five years are given quarter-century medals. At their last convention the medal idea was broadened to take in the dealers, too. Today the medal score stands about like this: At the factory about 250, among our dealers 300. Three hundred retailers have been selling Walk-Over shoes for nearly the span of a generation. And those men are as proud of their medals, I think, as I am of mine. For they have displayed them in their windows and advertised them in their newspapers."

Businesslike? Frankly, I don't know whether a medal in a shoe retailer's window is businesslike or not—although I like the idea tremendously. But offhand it would seem that as revealed in figures that reflect accomplishment, the policies of the Geo. E. Keith Company are fairly sound. The company's headquarters and production facilities in Campello occupy sixty-six buildings, with a total floor area of more than 1,600,000 square feet. The factories, employing some 5,000 persons, can turn out 15,000 pairs of shoes a day. Walk-Over shoes are sold in 102 countries. And they're sold in a volume that for the last five years, has averaged over \$20,000,000.

Appoints Herman Sonneborn

Herman Sonneborn, publishers' representative, New York, has been appointed to manage the Eastern advertising of *The National Greenkeeper*, Cleveland. He will cover all states east of Ohio.

IN the first nine months of 1929,



the Chicago Evening American gained 53,555 lines of automobile advertising. The next greatest gain among Chicago daily papers was 10,714 lines, a difference in the Chicago Evening American's favor of 42,841 lines.

The Chicago Evening American's daily average circulation for the six months ending September 30, 1929, was 549,689, which was greater by 119,485 than that of the second Chicago evening paper in point of circulation.

CHICAGO EVENING AMERICAN

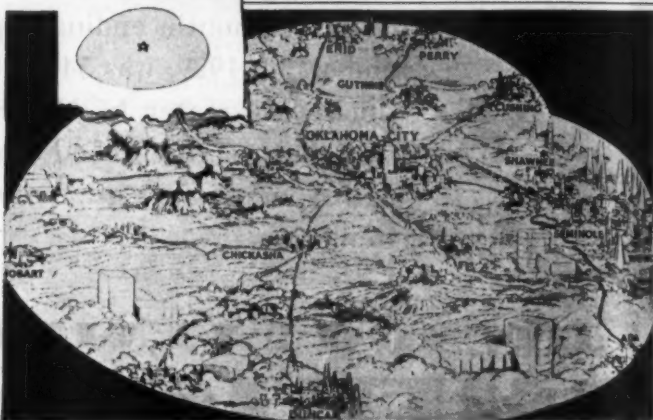
a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people. Member of International News Service, Universal Service and Audit Bureau of Circulations.

National Representatives: RODNEY E. BOONE ORGANIZATION



The WAY to LOVE in the 68 mile Oklahoma City Market



The Oklahoma City Market, easy to travel, to sell to, to ship to, is a part of no other area, tributary to no other city, covered by no outside metropolitan newspaper. The Oklahoman and Times, thoroughly and alone, cover the Oklahoma City Market quickly, economically, effectively.



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THE
OKLAHOMA
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CHICAGO

Lowest Sales -

The real Oklahoma City Market, shown at the left, is recognized by advertisers as one of the best sales territories in the country, and as a market where the cost of effective advertising is low, when an adequate schedule is concentrated in the Oklahoman and Times, and when all sales in this 26-county area are credited properly to Oklahoman and Times influence.

"Oklahoma City" is really a 75-town market, knit together by a community of interests, by improved highway systems, electric interurbans and five trunk line railroads. Approximately 45% of the urban families in this 68-mile area read copies of the Oklahoman or Times daily and, of these, three-fourths average ten buying trips to Oklahoma City each year. In Oklahoma City copies of the Oklahoman or Times are read by 97% of its nearly 42,000 families whose total spendable income is \$116,598,000 yearly.

To the remarkable coverage and influence of the Oklahoman and Times in this area is added the dominion of Oklahoma City. What Oklahoma City does, what it buys, uses, wears, affects the 1,000,000 people in its 68-mile suburban territory.

No advertising campaign can be effective in this territory without contact in and through Oklahoma City, which distributes 85% of all commodities sold in this area.

In the Oklahoma City Market the Oklahoman and Times give advertisers about 7% more circulation, at about one-half the cost, than do the combined circulations of all 18 other daily newspapers published in the same territory.

Schedule the Oklahoman and Times for your maximum advertising appropriation and your advertisements in their columns will have the greatest opportunity to produce more-than-quota sales at the low advertising cost.

DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
OKLAHOMA PUBLISHING COMPANY
THE OKLAHOMA FARMER-STOCKMAN - WKY -

Chicago Detroit Cincinnati | Katz Special Advertising Agency Kansas City San Francisco Dallas

WE are up two hundred ninety-seven pages of advertising in the nine month period ending October 1.



REDUCED to lines this is an advertising gain of 713,736 lines.



CIRCULATION is also up—the combined daily and Sunday increase of The Free Press being over fifty thousand net paid within the year.



THIS is good, substantial progress based upon sound newspaper adminis-

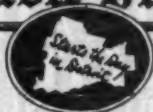
tration with all that it implies in the relationships of publisher, reader and advertiser.



WE mention these things not in a spirit of braggadocio, but rather as a recording of the fact that this newspaper keeps well ahead of the rather unusual development of the community it has served for nearly a century.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

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Advertising Has Ushered in a More Desirable World

Advertising That Is in Questionable Good Taste Is Merely a Passing Phase—Visions of Higher Accomplishments, without Belittling Its Benefits of a Material Sort

By Professor Robert E. Rogers

Of the Massachusetts Institute of Technology

ANYONE who has read at all deeply into the journalism of even fifty years ago, knows that for the majority of our people their environment was ugly and tasteless and uninspiring. In the last twenty-five years, more particularly in the last ten years, the determination to make the commonest of household objects bright and beautiful, to have even cheap clothes as well designed as expensive ones, to have luxury articles, the automobile, the radio, the Victrola, the electric ice-box, as common in the poorer houses as in the more prosperous—the determination that these shall be beautiful as well as useful, has marked our merchandising. The atmosphere we all live in today is not only definitely more healthy than in the past, but it is infinitely more cheerful and more beautiful. The American taste for quality, for smartness, and for beauty, has developed by leaps and bounds. Henry Ford thought beauty was not necessary. In that he was far behind the taste of the American people of today and it cost him many millions. The fact that the American people of today are quality minded—and beauty minded—is due more to national advertising than to any other single cause. To turn back in the magazines to fifty years ago and compare them to those of today, is to notice merely how greatly literary talent

and psychological knowledge and artistic skill have been enlisted in the service of improving the tastes of the American public.

I believe there is a school of psychology which tells us that doing a thing creates a state of mind.

A soldier does not run away because he is a coward; he is afraid because his body runs away with him. Similarly the satisfaction of being dressed and equipped and served as gentlefolk are served has put a great mass of our people in the most healthy state of mind, which says either consciously or unconsciously, "Since nothing is too good for me, there is nothing in which I shall be

A FEW weeks ago Professor Rogers achieved front-page fame by delivering a speech in which he advised young men to be "snobs." The topic of his address this week before the convention of the Association of National Advertisers at Swampscott, Mass., was "Snob Advertising." The address is of a more fundamental character, however, than that title would indicate. In the portion printed herewith Professor Rogers offers advertisers a heartening message and points the way for a bolder program.

found unfit to deserve a good life." Men become strong because they exercise, not by developing a theory of strength. Aristocracy is not an abstraction, a theoretical value to be obtained by the laying on of hands and by thinking oneself into an attitude. Aristocracy is merely the habitual manner and way of thinking of people with possession and power. The American people today have greater possessions and power than any people ever had. Coupled with these must come inevitably the responsibility that goes with them, the sense that to accompany outward style and manner there must be a genuine superiority of character and mind. To use the old language of the prayer book, the outward and vis-

ible sign of an inward and spiritual grace. It is my belief that the inward and spiritual grace which is desirable is not that which comes from asceticism nor from the virtues of poverty and humility. I believe that the desirable virtues are those bred in people by possession, responsibility and education and high self-respect. If I am right, then this world which our American people see in the advertisements and which they try to copy so far as they are able, will be a more desirable world than that in which the chief virtues are negative rather than positive.

You business men who buy the advertising are occasionally made fools of by the people who furnish the advertising and their copy writers and artists. A good deal of your advertising is still vulgar, and a good deal of the most pretentious is rather ridiculous, and you all too often tend to raise a laugh where you should arouse interest and respect. The vogue for out-of-the-way allusions, for high-brow quotations, dashes of foreign languages, are all very well if they are done right, but they are not always done right.

I remember seeing not so long ago a dinner table laid with a service which was not merely beautiful but was supposed to be the last word in correctness. In material things correctness means the most suitable application of the means to the end, since it means after all what one might call design, or beauty-engineering. I cannot feel that it is altogether a bad thing for the American public to want to be correct. This table superbly laid and decorated was surrounded by four people who in the photographs looked as if they were members of the East Bronxville Athletic and Chowder Association, in hired dress suits, with their "lady friends."

I have seen a photograph advertising bathing suits and beach accessories intended for Palm Beach and places of that character in which the photography obviously exhibited a hasty hit-or-miss collection of cash girls and shipping clerks thrust into the suits and accessories which did not fit them

and which they certainly did not fit. Photography is a dangerous thing. One sees beautiful clothes modeled by beautiful women whose refinement and cultivation are clearly apparent. One sees equally beautiful clothes modeled by girls whose beauty is so common and so vulgar that the effect of the advertisement is spoiled. Whether the artist betrays you in that way or whether he betrays you equally with interesting arrangements and combinations of curves, triangles, light and shadows under the name of modern art, out of which it is impossible to get any clear idea of what the advertised article is or what it looks like, the loss is yours. You tend too often to let your advertising people get away with something that offends taste, intelligence, art or common ordinary horse sense.

Old Movie-Picture Caption Copy

A good deal of the copy phrasing reminds one of the old movie picture captions when D. W. Griffith was at his sentimental and sensational height; this affectation of extreme literary flavor and of extremely cultivated and sophisticated conversation is often pretty ridiculous. I am reminded of an old conundrum—"Why is the air in the country so pure? Because the farmers keep their windows closed." One might ask why is our American fiction on the whole so good? Because there are so many unsuccessful fiction writers doing advertisements—the qualities which kept them from doing good fiction are precisely the qualities which keep them doing bad advertising.

Advertising has taken the bit in its teeth and is getting in the habit of thinking that to get results it is necessary to be very complex and artificial and extravagant and strange and queer and continental. The kind of advertising which is only fourth-rate imitation of French psychology and French technic doesn't matter because it cannot last. What American advertisers must do is to create more than exists at the present; an American style which shall be beautiful and attractive and persuasive, but which will not be merely a third-hand

THE EVENING WORLD is read by prosperous, progressive home-loving families who prefer a clean, invigorating newspaper which is of interest to every member of the family circle. And there is no New York group more important to manufacturers than this great family audience... modern-minded, responsive, and rich in buying power... which is reached by the productive advertising pages of The Evening World.

The Evening World

New York's FOUNDATION Newspaper

Pulitzer Building, New York

TRIBUNE TOWER
Chicago

GENERAL MOTORS BLDG.
Detroit

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copy of the novelties of London and Paris.

What I have been saying boils down to this. Unless some great upset occurs, America will continue to be materially prosperous, to have the materials for such physical and material well-being as no great body of people has ever known before.

This material well-being need not necessarily mean a sordid materialistic philosophy. I believe that it can be made an instrument for an attitude toward life, more intelligent and self-respecting, more selective than that which now obtains. There is no necessary correlation between humility and virtue. There is no necessary contradiction between self-assertion and decency. If this is so the advertisers of America, I mean the firms who work through advertising, have an educational opportunity open to no other group of people. The school and the church seem markedly unable to produce certain characteristics necessary to a superior people. Their influence, great as it is, is certainly no greater than that of massed American advertising.

An Educational Job for Advertising

Advertising must come to be something more than the exhibition of goods and the persuasion to buy. It has already, as I have shown, linked up merchandising with the desire, universal however uninstructed, for beauty, for good taste, for comfort and happiness in our daily lives. It is not too much to expect that advertising can go further; in addition to turning out an American public which is clean, healthy, and well appointed, and superior in material things, it can turn out one which can be persuaded to match this material superiority with an intellectual and moral superiority.

The business that emphasizes its own selfish interest at the expense of the public will suffer. The distilling and brewing interests refused to play ball with the American public and the American public destroyed them. The drug and food interests refused to play ball with the American public and the public

legislated them into decency. Already the threat is heard that if automobile manufacturers continue to emphasize speed instead of safety in the face of the growing weekly murder list, the American public will take away from them the privilege of making fast motor cars. You may laugh, but there was a time when the distillers laughed in the same way. The cigarette industry is in for a spanking for its advertising. If the radio industry continues to have the ears of American people offended with the balderdash as they are offended a great deal of the time, the American public will bring them, too, to their senses.

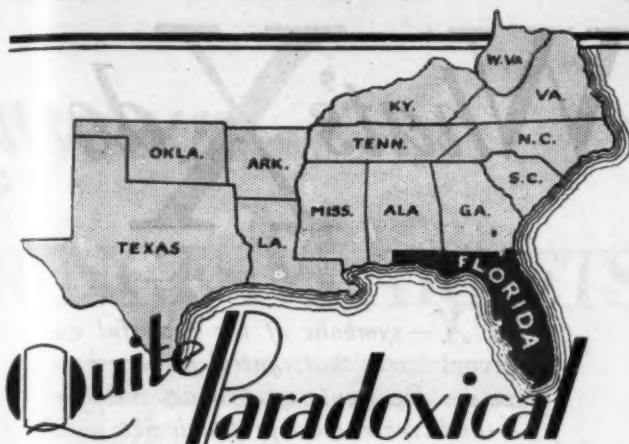
There is no limit to the power of suggestion, by which American industry can work together to create a finer, more beautiful, more intelligent and more durable civilization than we now possess. It is the claim of American business today that its motto is service. Of that claim a great many of us are reasonably skeptical. The advertisers can disprove our skepticism only by refusing further to emphasize the ephemeral, the exotic, the queer, and quaint, the extravagant, and un-American and the harmful; they must tighten the reins a lot on their temperamental artists and copy readers and try for something more constructive and sane and permanent. There is no end, I think to the possibilities of creating a genuinely fine civilization in this country, out of one which only seems fine on the surface. I believe that the one implies the other and that the one will open the door to the other, but the producers behind American advertising will have to be more disinterested, more concerned with the consumer's welfare, and in the general tone of our civilization, than they are at present.

C. F. Stark with National Outdoor Advertising Bureau

Charles F. Stark, formerly with the General Outdoor Advertising Company, New York, and, at one time, with the Thomas Cusack Company, Chicago, has joined the staff of representatives of The National Outdoor Advertising Bureau, Inc. His headquarters will be at the New York office.

A. B.

New Y



FLORIDA strides forward! Upward!
At the bottom of the country—at the top of the list for southern territory in income tax payments per capita.

According to the Federal reports on the past fiscal year, Florida paid more than 10 per cent of the total receipts from the territory mapped above.

Florida's prosperity proceeds.

—and in circulation, lineage, extent and intensiveness of circulation, in Jacksonville and Florida, just one paper stands out—

The Florida Times-Union
JACKSONVILLE, FLA.

A. B. C. Publisher's Statement, March 31, 1929, 50,707 Daily, 63,028 Sunday

Represented Nationally by
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

What's *X* doing?

X—symbolic of the powerful external forces that control modern business—wipes out rich primary markets!—and creates more profitable new ones!

Business horizons are broadening. Old boundary walls are crumbling. Many primary markets of just a few years ago have disappeared. Many fringe markets of yesterday are rich primary markets today.

Drug stores selling baseball gloves and coffee! . . . Railroads buying bus fleets and airplanes! . . . Steel for bedroom furniture! . . . There's a promise—and a warning for you—in these incidents!

Even as you read this, *X*—typifying the powerful external forces beyond your control—may be usurping or narrowing your primary market. Or perhaps they are developing rich opportunities in your fringe markets!

Science, legislation, changing competition, fickle fashion—any one of these may vitally affect your business tomorrow. You can't control them—you dare not ignore them!

Each month *Nation's Business* brings you authentic, timely interpretation of the external forces in modern business. And—because it is read regularly by more than 300,000 other alert executives in all fields of business—this question naturally suggests itself:

Why not strengthen your hold on your primary market, as well as explore your fringe markets . . . in the advertising pages of the business world's own magazine . . . *Nation's Business*?



NATION'S BUSINESS

ing your FRINGE MARKETS



N' BUSINESS





A Jobber Checks up On Northwestern Agropolis

A prominent St. Paul Jobber writes:

"To satisfy myself as to the correctness of your statement that 75% of all the merchandise we sell goes into towns outside of the Twin Cities, I took a pencil and I figured our 1928 volume of business. I find that our business in Minnesota, Wisconsin, Iowa, North and South Dakota, **EXCLUSIVE OF THE TWIN CITIES**, was 81.1% of our total for those states."

The name of this jobber is given in our folder containing many such letters from Northwestern jobbers who know this market from first hand experience. These men give you data right from their actual sales records.

Send for this folder and judge for yourself whether Northwestern Agropolis, with 51.2% of the Northwest's population, is also *your* market.



55 E. 10th St.
St. Paul, Minn.

Standard Farm Papers, Inc.,
367 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

Member Standard Farm Paper Unit

Meeting Style Changes with New Lines

How Krementz & Company, Old and Experienced Advertisers, Traded Up Their Line from 25 Cents to \$50

By Roy Dickinson

THE hardships of men who make clothes and accessories for women have often been emphasized. We have been told how the U-boat of fashion often sinks without trace the best laid sales and advertising campaigns. We have heard the sad story told by makers of hairpins, ribbons, petticoats and scores of other products which changing styles have left pretty well wrecked. But somehow the style element in men's accessories has never been equally emphasized. It is true that since the time of Beau Brummell and Count Alfred D'Orsay, famous fashion arbiters of the early nineteenth century, clothes for men have changed greatly. But many people not closely connected with men's styles would state that men have stayed put in their dress for the last twenty years or so. Yet during the first ten years following 1900, men's clothing emphasized size and physical strength. Men looked like giant athletes. Shoulders were made high and broad with a large amount of padding and the peg top trouser was in vogue.

With the opening of the European war the military influence came in and high waist lines, well accented collars which came close to the throat and other touches were added. Then we had the jazz style with its one button coat, changes in overcoats and the coming of the soft collar. Makers of

men's underwear could also tell a story of tremendous changes due to better heated offices and the automobile.

During the period of the greatest change in men's apparel and accessories, the old firm of Krementz & Company, of Newark, N. J.,

Simply Perfect
because
Perfectly Simple!



THE new Krementz White Wash Band is made to the modern tempo! A snap, and it's on to stay—and you are ready to click it off! A clever snap keeps fast on any link of the band. Then the band can be adjusted to fit any size wrist. The smooth edges take this gift the water a chance to handle. (We know how much a wrist can get!)
This new Krementz White Wash Band is made to the modern tempo! A snap, and it's on to stay—and you are ready to click it off! A clever snap keeps fast on any link of the band. Then the band can be adjusted to fit any size wrist. The smooth edges take this gift the water a chance to handle. (We know how much a wrist can get!)

KREMENTZ & COMPANY, Newark, N. J.
Makers of Fine Jewelry since 1866

Krementz
"Self Adjustable"
WRIST WATCH BAND

FOR HIS BIRTHDAY!
FOR A PRIZE!

FOR ANY MAN AS
A GIFT TO HIMSELF!

How the Company Is Taking Advantage of the Popularity of the Wrist Watch

which started in business in 1866, has had to meet changing style with new ideas. Realizing that in the men's field, as in every other field where fashion has had an influence, nothing was permanent except change, this company (by the way, it started its consistent advertising in 1898) has constantly

used the force of advertising to create new needs and minister to them.

It has always been considered difficult for any jewelry manufacturer to do a real advertising job. Outside of the makers of silverware and watches, the number of jewelry manufacturers who have been consistent advertisers is very small. Yet when the original Krementz first invented his one-piece collar button and made it so good that an everlasting guarantee was put on it, he started to advertise it, and since that time, come what might in the way of quick and sudden changes, the company has kept advertising and continued producing new leaders to advertise which, when one considers it, is at least as important as being consistent in advertising.

Soft Collars Change a Market

The old one-piece collar button was the first leader and is still sold in volume, but think of the changing styles. It wasn't only the stiff collar makers who were hit when men decided to be more comfortable with soft collars and collars attached to the shirts. For those men who want to be comfortable at work, and who insist upon dressing to fit that desire in opposition to the bankers and other proponents of the hard, stiff collar, don't wear collar buttons at all, or else wear them so seldom that there is no chance of their being lost and consequently no replacement. It is easy to see what a change in style like that would do to the collar button business. Yet in these days of what is generally called poor business in the jewelry field, Krementz & Company are an outstanding success because the executives of the company refused to stay put when they saw a fast changing style.

As the collar button started to go out the company, through its advertising, again built up a tremendous volume in cuff links and a large line was nationally advertised. Just about that time barrel cuffs began to be worn by fickle men and this meant a real curtailment in cuff links. In fact, from

a big seller they became one of the deadest things on the jewelry market, although the present tendency toward French cuffs as well as stiff cuffs is likely to revive the cuff link again. It is already showing signs of looking up and Krementz & Company are watching this with interest.

But every time a basic style change in the habits of men came along, the company tried something new. One way it kept swimming against the tide was to advertise a dress set and develop large volume of sales on high-priced specialties in this line. The modern man who wants to look well in evening dress finds, when he goes to the smart stores, that he is likely to find the Krementz dress set carried exclusively.

The same habit of being quick on its feet made the company keenly alert to the vogue for wrist watches. Ever since men began wearing wrist watches the company executives have been wondering whether they could not put out something to take advantage of the vogue. The average wrist watch for a man is sold with a leather strap which in turn is affected by perspiration, is likely to become soiled, and eventually cracks.

The increasing popularity of the wrist watch made the company think about a permanent band for it. It was difficult at first for the company to gauge the effect of perspiration on metal. It experimented with all sorts of combinations and tried them out. It also looked over the products in the field. Most of them sold at a cheap price and were made of nickel or some other base metal and were not working out very satisfactorily in the cases of a great many consumers interviewed by the company.

The first step in working out a quality band for men's watches was the type of band where the expanding links fold into the buckle. The company put out this type of band, sold some of them, but was not satisfied.

One Saturday afternoon two of the Krementz executives were talking in the office discussing the

First,--an idea--

THAT is what every piece of good printing begins with. Some one has worked out, either in physical dummy form or as a mental concept, the basic idea on which it is founded.

The *idea* is what tries men's souls. To do something that is original without being bizarre, tasteful but not anemic, classy but not costly;—that, like the chorus girl's smile, is the hard part.

We take a lot of pride here in some of the "different" things we have done.



Charles Francis Press

Printing Crafts Building

461 Eighth Avenue, New York

wrist watch band when one of them said: "The most practical arrangement for a wrist watch is the ribbon used on a ladies' watch. We ought to be able to work out something in metal along similar lines for men."

It was with this thought in mind that the company started working on the new idea of the self-adjusting band. The present, nationally advertised band which is self-adjusting and comes in gold over sterling silver base and sells for from \$12 to \$20 was a result. The action of these bands is somewhat similar to the ribbon bracelet. The band is adjustable to any size wrist and yet it is made to look masculine, as was necessary in men's jewelry.

When the company, through months of experimentation and trying it out on consumers, thought that it had the type wrist band upon which it could put its old and well-known name and advertise it nationally, it went out to the trade with it. Simultaneously, full page and single column advertising was released in a list of national magazines and broadsides announcing the new campaign sent to the trade. The copy plays up the gift idea. It talks of a new wrist band for a man's birthday as well as Christmas and suggests that a man might want to make a gift of so good a product to himself.

How this concern, which has had to meet basic style changes, has developed a line from the homely, simple collar button, selling at 25 cents, to a line of mother-of-pearl evening sets and black enamel or smoked mother-of-pearl Tuxedo sets priced as high as \$50 and bands for wrist watches which retail all the way up to \$46 in solid gold, is an interesting example of the changes in American buying habits. The advertising for the wrist watch band and for the evening dress sets, which is also running simultaneously, stresses the points of style exactness which make it possible for the retailer to sell two sets of evening jewelry and an expensive band to a customer.

Trading up from 25 cents to \$50 with the aid of consistent and continuous advertising, continually

building up the prestige of an old name, developing new and higher priced products to meet new needs, constitute an example which might well be taken to heart by many a manufacturer who now tries to get business on a price basis alone.

New Pacific Coast Radio Chain

The Westcoast Radio Company, a new Pacific Coast radio broadcasting chain, has been formed with headquarters and key station at Seattle. This company has acquired stations KPCB and KPQ, of Seattle, and will add other stations. It is planned to move station KPQ to Wenatchee, Wash.

Rogan Jones is president of the new company. Charles M. Thomson and L. S. Winans, both of the Pacific Coast Biscuit Company, which formerly operated station KPCB, are vice-president and secretary, respectively.

Clement Ehret Again Heads Office Equipment Institute

Clement Ehret, vice-president of the International Business Machines Corporation, New York, was re-elected president of the Office Equipment Manufacturers' Institute at its recent annual meeting held at Atlantic City. L. C. Stowell, president of the Dictaphone Sales Corporation, was re-elected vice-president. M. B. Sands, vice-president of the Dictaphone Sales Corporation, who had been chosen to fill out the unexpired term of H. R. Russell, was elected secretary and treasurer.

Greene Studios Adds to Staff

W. O. Kling, illustrator, and Bert Ray, layout artist, have joined the staff of the Greene Studios, Cleveland.

M. L. Henderson, formerly art director of the Robinson-Eschner Advertising Company, Erie, Pa., has also joined the Greene Studios as a creative service man.

G. H. Schiesser Joins New York "World"

George H. Schiesser, recently space buyer of the Charles C. Green Advertising Agency, New York, and, at one time, with The Blackman Company, New York advertising agency, has joined the New York *World* as assistant to John D. Brewer, national advertising manager.

R. F. MacVeigh with Chapman & Bertram

R. Franklin MacVeigh, formerly with the Chilton Class Journal Company, Philadelphia, and, more recently, with the Automatic Motion Picture Company, has been appointed sales manager of Chapman & Bertram, Chicago, industrial motion picture producers.

CIRCULATION GAINS

in City and Suburbs

*Average net paid sale of The New York Times
for six months ended September 30, 1929*

WEEKDAY

	1929	1928	Gain
City	254,120	249,322	4,798
Suburban	83,970	81,655	2,315
Country	89,915	87,710	2,205
<i>Total</i>	<i>428,005</i>	<i>418,687</i>	<i>9,318</i>

SUNDAY

	1929	1928	Gain
City	297,118	293,299	3,819
Suburban	123,680	121,584	2,096
Country	286,129	282,454	3,675
<i>Total</i>	<i>706,927</i>	<i>697,337</i>	<i>9,590</i>

FIVE YEARS' GROWTH

	Weekdays	Sundays
1929	428,005	706,927
1928	418,687	697,337
1927	392,800	656,338
1926	358,350	591,425
1925	350,406	572,815

Averages for the six months' period ended September 30

The New York Times

*The net paid sale Sunday, September 29, was 720,013; average
for six weekdays preceding, 441,440*

IRREGULAR GAINS

in City and Suburbs

Increased per cent. gains in the city and suburbs of New York City, according to the latest figures from the Bureau of Census.

WEEKDAY

City	Suburbs	Total
10.1%	10.1%	10.1%
10.1%	10.1%	10.1%
10.1%	10.1%	10.1%
10.1%	10.1%	10.1%

STAYDAY

City	Suburbs	Total
10.1%	10.1%	10.1%
10.1%	10.1%	10.1%
10.1%	10.1%	10.1%
10.1%	10.1%	10.1%

FIVE YEARS' GROWTH

City	Suburbs	Total
10.1%	10.1%	10.1%
10.1%	10.1%	10.1%
10.1%	10.1%	10.1%
10.1%	10.1%	10.1%

Source: Bureau of Census, New York City, 1909.

The New York Times

The New York Times is published daily, except on Sundays and public holidays, at 10 cents per copy.



+ + THE LARGEST circulation in New York also includes the largest "quality" circulation in New York + 87,000 circulation in the districts with the \$5,000-and-better income families + 10,000 more copies daily than the leading "quality" newspaper + And any kind of a reader can see your advertising on the small pages in the small paper.

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

25 PARK PLACE, NEW YORK

Kohl Bldg., San Francisco + Tribune Tower, Chicago

PANTRIES and POCKETBOOKS

Reader interest is hard to measure in New York.

Perhaps the people who pay their pennies for one paper today, as cheerfully buy another tomorrow. Perhaps in the course of a year New York papers swap circulations as stores do customers. On the American, however, there are certain, definite measures that are interesting.

70,000 inquiries came in during the past six months asking Prudence Penny's advice on everything from waffle batter to the use of Sheraton chairs in modern living-rooms.▲▲▲▲▲

12,992 people in twelve months asked the American's "Investors' Service" what to buy—and how. And 3,013 of them had ready for investment sums aggregating \$11,361,200!▲▲▲▲▲

There are two touchstones of confidence for you! Pantries and pocket-books.

And both are important!▲▲▲▲▲▲▲▲▲▲

NEW YORK AMERICAN
A BETTER NEWSPAPER

National Advertising Representative
PAUL BLOCK, Inc.

The First Advertisement of Motion Pictures

The Picture Was a Prize Fight and It Was Shown in What Was Then Known as a "Peep" Show

By Arthur Bradley

THIS year, with Light's Golden Jubilee, marks the celebration of the invention of the electric light. The jubilee reaches its high point on October 21, when representatives of other industries gather in Detroit to pay tribute to Thomas A. Edison on the fiftieth anniversary of this one of his many inventions.

The event is not without significance to the advertising world, for Edison, directly and indirectly, has had much influence in advertising. Products under his own name are nationally advertised and he has had a hand in the addition of three forms of medium, illuminated advertising and advertising over the radio and by motion pictures.

Impressed with the unique position occupied by Edison in advertising history, Charles L. Benjamin, managing director of the Artistic Lighting Equipment Association, calls attention to an incident which is especially timely. He has found in his files a copy of what is the first advertisement of the motion picture industry.

A comparison of this advertisement, a hand bill, with the large volume of advertising being used by the industry today illustrates in its own dramatic way the progress

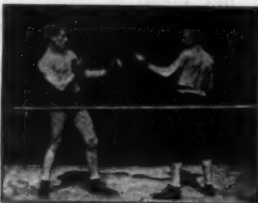
that has been achieved in the last quarter century. It was twenty-five years ago, last April, that this advertising had its commencement.

At that time Mr. Benjamin was associated with the Century Com-

pany. Three years earlier, in 1891, Edison had invented the Kinetoscope. This was a box-like affair which stood high enough so that one could lean over and peer through the opening. Magnifying glasses in the opening and lighting in the box enabled one to view a fifty-foot strip of film as it traveled before the point of vision.

Thus did the motion picture first emerge from the laboratories of abstract science as the Edison "peep" show device. Six of these Kinetoscopes were made by Edison. He arranged for a prize fight to be held at Orange, N. J., on September 8, 1894, the anniversary of Corbett's fight with Sullivan. The contenders were Corbett and a Trenton heavy-weight, Peter Courtney. The fight was filmed for the Kinetoscope.

All six machines were taken by Enoch Rector, pioneer in filming prize fights, who had the machines installed in a rented store on Broadway. With this film the commercial history of motion pic-



CORBETT AND COURTNEY IN THE RING.

THE CORBETT COURTNEY FIGHT

A great fight and well worth looking at.—N. Y. RECORDER

THE CHAMPION'S LATEST BATTLE
FAITHFULLY REPRODUCED BY
EDISON'S MARVELOUS

Kinetoscope.

This is the fight that stirred up New Jersey and was reported at length in all the New York papers. It was fought at Orange, N. J., Sept. 8th, 1894, the anniversary of Corbett's fight with Sullivan. Courtney's opponent, Peter Courtney, is the Trenton heavy-weight who fought Bob Ferguson four rounds to a draw. In the fight with Corbett he held the champion all through five twelve rounds and only succeeded after having been twice knocked down to the count. Every place at this great battle is shown by the Kinetoscope precisely as you would have seen it if you had been at the ring side. Come and see it.

HOW THE CHAMPION FIGHTS.

Two dollars would be charged for admission to one of Corbett's matches. Now you have the whole thing—no waiting, no admission fee. Come and see it.

NOW ON EXHIBITION AT

OPEN DAILY. 587 BROADWAY, NEAR HUNTER ST.

The Front Page of an 1894 Handbill—
Motion Pictures' First Advertisement

director of the Artistic Lighting Equipment Association, calls attention to an incident which is especially timely. He has found in his files a copy of what is the first advertisement of the motion picture industry.

A comparison of this advertisement, a hand bill, with the large volume of advertising being used by the industry today illustrates in its own dramatic way the progress

tures began on April 14, 1894, when the Kinetoscope made its first public appearance.

Rector visited Benjamin and said he wanted to bring his show to the attention of the public through the distribution of handbills by boys. A. S. Sears, who made posters for the Century Company, was prevailed upon to have one of his staff artists, Alfred Moores, make an illustration from the film. Benjamin wrote the copy. The results are shown in the accompanying reproduction of the front page of what was motion picture's first advertisement.

The advertising of this event, Mr. Benjamin points out, curiously enough went back to the primitive form of the handbill. The reason was that Rector wanted to get people to drop in while they were walking by or while out to lunch. A cashier was stationed at the door who made change. The fight was shown one round in each Kinetoscope so that only one person could see a round at a time. Patrons could pick their rounds at 10 cents a machine. If they wanted to see all six rounds, they could purchase six slugs for 50 cents from the cashier.

The back of the handbill carried a reprint from the New York *Daily Mercury*, of the fight by rounds, together with pen and ink sketches of incidents from each round.

In later years the projecting machine was developed and the penny arcade was given the company of the nickelodeon which continued popular until the progress of the industry installed motion pictures in regular theaters.

In addition to Light's Golden Jubilee, 1929 also pays tribute to Edison in the silver anniversary of the first commercial showing of motion pictures.

Hoops Agency Consolidated with Carroll Dean Murphy

The Hoops Advertising Agency, Chicago, has been consolidated with Carroll Dean Murphy, Inc., advertising agency, also of that city. Walter W. Hoops becomes a vice-president of the Carroll Dean Murphy agency.

New Accounts for Whipple & Black

The Western Manufacturing Company, Palm-Lee Rudder Drive attachment for industrial trucks, the Tyler-Chapman Engineering Company, manufacturer of Numberlite, an electrically inner-lighted house number, and the Magic Leather Treatment Company, all of Detroit, have placed their advertising accounts with Whipple & Black, Inc., Detroit advertising agency.

The Western company will use business papers and direct mail, the Tyler-Chapman company, magazines and mail-order publications, and the Magic Leather company, direct mail.

Cleveland "Press" Adds to Staff

H. B. Kohorn and A. L. Conners have joined the local display advertising department of the Cleveland *Press*. Mr. Conners, who was formerly with the Cleveland *News*, succeeds Ralph Wackman, who has joined the Milwaukee *Journal*. Mr. Kohorn has been engaged in advertising agency work.

Frank R. Patmore, also formerly with the *News*, has joined the national advertising staff of the *Press*.

Henry Nathan with Porter-Eastman-Byrne

Henry Nathan, formerly vice-president of the Shuman-Haws Advertising Company, Chicago, has joined the Porter-Eastman-Byrne Company, advertising agency of that city, as an account executive.

Toy Account to Murray & Coe Agency

Daddy Scott, Inc., Marblehead, Mass., manufacturer of toy specialties, has appointed Murray & Coe, Inc., Boston advertising agency, to direct its advertising account. Magazines will be used.

Appoints A. McKim Agency

The Dunlop Tire & Rubber Company, Ltd., has appointed A. McKim, Limited, Montreal advertising agency, to direct its advertising account. A campaign is planned featuring the new "Cleated-Grip" tire for 1929-30.

Publisher Appoints Vanderhooft Agency

John Rudin & Company, Chicago publishers, have placed their advertising account with Vanderhooft & Company, advertising agency of that city.

W. S. Patjens Leaves Mackinnon-Fly

W. Scott Patjens has resigned as advertising director of the Mackinnon-Fly Publications, New York.

I Guess We'll Have to Do a Little Plain and Fancy Boasting!

UNACCUSTOMED as I am to the use of super superlatives, *this* is one occasion when a bit of boasting is very appropos. For the month of September this consistently good newspaper made a spectacular gain in total display advertising of 177,230 lines. Which, by the way was the *greatest* gain made by *any* newspaper in Los Angeles for the month. ▲▲ For the first nine months of this year the Examiner made a gain of 697,560 lines in total display advertising. These are Media Record figures! Outstanding records such as these should go a long way toward convincing you smart space-buyers that the Los Angeles Examiner is *without doubt* the greatest morning newspaper in Southern California and the one which should be placed at the *top* of your schedules if you are planning campaigns for this very prosperous community. ▲▲ Among the moderns in this metropolis . . . of whom there are more than 1,500,000...the Examiner is the *favorite* morning newspaper going into more than 200,000 homes daily and more than 440,000 homes every Sunday. Need I say *more*, gentlemen?

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

Mix Us a Few Slogans

PABST CORPORATION
MILWAUKEE, WIS.

Editor of PRINTERS' INK:

Will you please send us a list of the names and slogans now in use in carbonated beverages used as mixers—like "Silver Spray."

PABST CORPORATION,
WALTER J. ABEL,
Advertising Manager.

IN the last five years the production of the bottled beverage industry has nearly doubled. One method of figuring its growth is to compare the number of bottle cap crowns sold in the United States for beverage purposes alone. In 1924, there were 43,993,057 gross sold, while in 1929 there will be approximately 80,000,000 gross sold for the same purpose.

Many new beverage concerns are being formed each year, and with their formation new beverages are being advertised with new slogans and under new trade names. It is difficult to keep track of all of these slogans. A thorough search has been made of the PRINTERS' INK Clearing House of Advertised Phrases to prepare a list of the slogans used to advertise carbonated beverages. This list includes the following thirty-two:

"All Year 'Round Soft Drink, The," Anheuser-Busch Co., St. Louis, Mo.

"America Dry—for Dry America," American Dry Ginger Ale Co., New York.

"Aristocrat of Ginger Ales, The," Saegertown Mineral Water Co., Saegertown, Pa.

"Best Mixers, The," Silver King Products Corp., New York.

"Champagne of Ginger Ales, The," Canada Dry Ginger Ale, Inc., New York.

"Delicious and Refreshing," Coca-Cola Company, Atlanta, Ga.

"Delightful Alone—Blends with Friends," (Sec.) Clicquot Club Company, Millis, Mass.

"Drink and Be Merry," Parlay Company, Inc., Louisville, Ky.

"Drink Coca-Cola," Coca-Cola Company, Atlanta, Ga.

"Drink That Made Milwaukee Famous, The," Jos. Schlitz Beverage Co., Milwaukee, Wis.

"First for Thirst," National Beverage Co., Chicago.

"Flavor You Can't Forget, A," Nu-Grape Company, Atlanta, Ga.

"For Occasions and All Occasions," Sheboygan Beverage Co., Sheboygan, Wis.

"For 69 Years the Best of Beverages," Anheuser-Busch Co., St. Louis, Mo.

"Ginger Ale Supreme," (Sec.) Clicquot Club Co., Millis, Mass.

"Hey! Gimme a Tall-One," Tall-One Co., Dayton, Ohio.

"It Had to Be Good to Get Where It Is," Coca-Cola Company, Atlanta, Ga.

"It's as Cool as It's Tall—and It's Good for You," Tall-One Co., Dayton, Ohio.

"Just Whistle," Whistle Co. of America, New York.

"Like Oranges? Drink Orange-Crush," Orange-Crush Company, Chicago.

"Makes Thirst Worth While," Glaser Corp., Boston, Mass.

"Ochee Beverages Make Friends on Taste," Ochee Spring Water Co., Providence, R. I.

"Original Orange Dry in Black Bottles, The," California Crushed Fruit Corporation, Los Angeles, Calif.

"Prince of Ales, The," (Busch Pale Dry) Anheuser-Busch Co., St. Louis, Mo.

"Prince of Pales, The," (Busch Pale Dry) Anheuser-Busch Co., St. Louis, Mo.

"Refresh Yourself," Coca-Cola Co., Atlanta, Ga.

"Schlitz Pale Dry Ginger Ale Will Make Your Hospitality Famous," Jos. Schlitz Beverage Co., Milwaukee, Wis.

"Taste Tells the Tale, The," Spark-Lin-Ale Company, Martins-Ferry, Ohio.

"That Marvelous Mixer," (Silver King Fizz) Waukesha Mineral Water Co., Waukesha, Wis.

"Too Tired to Sleep," White Rock Mineral Spring Co., New York.

"World's Best Table Water, The," White Rock Mineral Spring Co., New York.

"Your Favorite Carbonated Drink Is Best Bottled," American Bottlers of Carbonated Beverages, Washington, D. C.

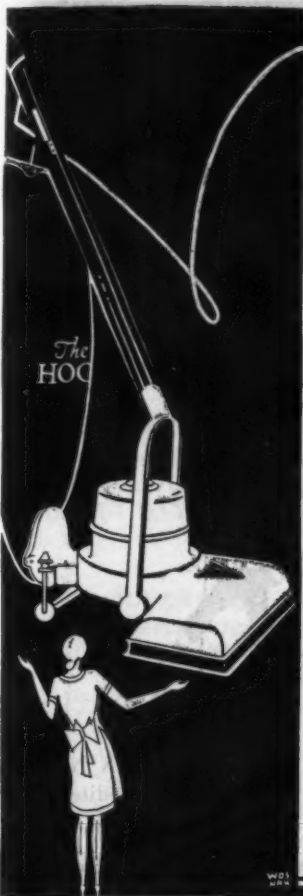
We would like to make this list as complete as possible. Readers are invited to submit any other slogans which are in use but have not been included in this list of carbonated beverage slogans.—[Ed. PRINTERS' INK.]

Lennox Furnace Account to Ayer

The Lennox Furnace Company, Inc., Syracuse, N. Y., manufacturer of Torrid Zone furnaces, has placed its advertising account with N. W. Ayer & Son, Inc., effective November 1. Newspapers will be used.

J. R. Hardy with Chicago "Herald and Examiner"

J. Ross Hardy has joined the Chicago *Herald and Examiner* as assistant promotion manager. He had previously been promotion manager of the Louisville, Ky., *Herald-Pop*.



ONE OF THE 506 EXCLUSIVE ACCOUNTS

The Hoover Vacuum Cleaner is another of the 506* Nationally Advertised Products that used The Examiner exclusively in San Francisco during 1928.

Home-making is an active interest with women readers of the San Francisco Examiner—a huge and responsive audience largely created through the daily articles of "Prudence Penny," Home Economics Editor. Advertisers of merchandise bought by women wisely avail themselves of it.

**The 506 accounts do not include 102 exclusive Automotive and Financial accounts that bring the total to 608.*

The HOOVER

San Francisco Examiner

MEMORIAL DAY AMERICA'S FIRST DAILY PAPER

One of the 28 Hearst Newspapers read by more than 20 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.

W. W. CHEW

A. R. BARTLETT

J. D. GALBRAITH

F. W. MACMILLAN

285 Madison Ave.
NEW YORK CITY

3-129 General Motors Bldg.
DETROIT

612 Hearst Bldg.
CHICAGO

625 Hearst Bldg.
SAN FRANCISCO

FEATURES THAT MAKE THE SUN

Sports



CONCEDED TO BE THE BEST IN NEW York, The Sun's sport pages are written and edited by sportsmen for sportsmen. ▲ ▲ ▲

At the head of The Sun's long list of sports authorities stands JOE VILA, The Sun's Sports Editor, who also writes the daily column "Setting the Pace" in which he gives exclusive news of professional and amateur sports and relates anecdotes that delight the fan.

The Sun is the newspaper for the baseball fan because the sporting editions carry up-to-the-minute reports of the games played on the same day. The important games are handled in detail by FRANK GRAHAM,

The New

PRODUCTIVE FOR ADVERTISERS

EDWARD T. MURPHY, WILL WEDGE, SAM MURPHY (The Old Scout) and other well-known writers.

The news-the-same-day principle also applies to the football reports in The Sun. The Sun's staff of football writers is the largest in the country and includes such authorities as GEORGE TREVOR, JOHN B. FOSTER, LAWRENCE PERRY, GEORGE T. HAMMOND and EDWIN B. DOOLEY.

In other sports, also, The Sun has the most competent writers obtainable, including "BOBBY" JONES (golf), J. P. ALLEN (tennis), HENRY V. KING (racing), ALFRED DAYTON (hockey), and WILBUR WOOD (boxing).

ADVERTISERS who want to reach the active, prosperous men of New York, find THE SUN the most effective medium available. That is why Financial Advertisers, Automobile Advertisers, Radio, Steamship and Travel, Railroad and Office Appliance Advertisers use more space in THE SUN than in any other New York evening newspaper.

The  **Sun**
NEW YORK

The Newspaper of Distinction in its Readers, its News and its Advertising

99% Coverage in Bay City MICHIGAN

In
Bay City
there are
11,650 homes and
The Bay City Daily Times
NET PAID
City Circulation 11,790
Total 19,466

Bay City is part of the *Booth Newspaper Area* which includes the best of Michigan outside of Detroit. This big market has a population of 1,350,000 and is completely covered by eight evening *Booth Newspapers*, each offering the same full coverage as The Bay City Daily Times.



These Booth Newspapers
Offer 280,494 Paid Evening Circulation in Michigan

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

L. A. KLEIN, Eastern Representative
80 East 42nd St., New York

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, Inc.

Central Office: 1200 Buhl Bldg., Detroit, or any newspaper listed.

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We Are Building Our Sales Forces Too Fast

Present-Day Salesmen Must Know Their Line Instead of Being Able to "Sell Anything"

By A. H. Deute

General Manager, The Billings & Spencer Company

A FEW months ago, we felt the need of several more salesmen, so we advertised for men, looked over the prospects and selected the ones who seemed most likely. As usual, most of them turned out to be disappointments.

This is by no means out of the ordinary. Once in a while we run across a sales manager who is such a good judge of men that he is able to pick out the winners. But, over a period of time, even these infallible pickers manage to have a good percentage of failures to their credit—or discredit.

Many and many a salesman is a real success with one line or with one house, only to prove disappointing when he gets on to another sales force. There is so much to be considered outside of just the man himself that this is by no means strange. We all know the salesman who produces well under one manager but cannot get results for another one. Then there is the salesman who does well in a given territory but fails to accomplish much in a new one.

I knew a salesman who did very well selling a line in and around Omaha. It was his first selling job. He had built the territory from the ground up. After about two years on that job, he had a chance to go to California with a kindred line and at a much higher salary. He went out there with high hopes, only to fall down badly. Six months on the job in

California and he was off the pay roll. It was hard for him to figure out how it happened.

He went back to Omaha and got a job back again with his old sales manager. It was from this sales manager I got the story of the California calamity:

"John went out to California sold on the idea that he was a great salesman. He went to work for a house which hired him because he had a record for getting volume. There seemed to be nothing to do but go out there and 'knock 'em dead.'"

"John couldn't do anything of the kind. He is not a high-pressure or first-time man. His success in Omaha was due to the

fact that he patiently built up a territory. Had he gone to California and started in the same way, in a year or two he might have gotten under way well. But he felt he had to make good in a big way right from the start. His house expected him to. So John pressed and crowded and did the wrong thing at every turn."

At the same time that we started out with our several newly hired men, we took a couple of boys out of the plant. Neither had had any selling experience.

Both of these young men started slowly, but they did a little better each month. What they lacked in the knowledge of salesmanship in practice they made up in knowledge of the line and the plant.

There was another factor in

THIS article is another contribution to that ever-present, ever-interesting problem of where to get good salesmen. Should a sales force be made up of "professionals" who know all the rules of salesmanship? Or should men be trained in the plant and be sent out on the road only after they have obtained a thorough knowledge of the line and the house?

Mr. Deute endorses the latter practice. There are obstacles, however, that make such a procedure difficult.

their favor. They started out on salaries which were low enough so that even a modest amount of business gave us a reasonable selling cost. Had we employed two men at the salaries which "regular salesmen" would have demanded, it would be questionable if they could be carried along to the point at which they would become really productive. But these two men were started out at the same pay they received in the plant, plus a reasonable expense account and a definite understanding as to more money when certain things happened. Two or three years from now, unless the unforeseen occurs, they should not only be doing well for themselves financially but be money makers for the company. If these two men produce about half the volume of business a "regular salesman" would have to produce, they can hold their jobs and ripen gradually.

I was discussing this point not long ago with one of the sales supervisors of the Beech-Nut Packing Company. He brought out an interesting fact: "Many a young salesman seriously retards his chances for getting on because he oversells himself to his new boss. There are many young men who make a nice appearance, impress one as being proper new material and get onto the force. They estimate themselves highly and they come in on a certain salary basis. If the house could afford to carry such young men for three or four years, they might develop into very good men. But they are really three to four years away from making good and no sales manager can afford to absorb the selling cost. So they must be dropped. However, they have set themselves up as \$200 or \$250 men. They go out and try to find another such job. Maybe they do. And then they go through the same program.

"If such men could estimate themselves properly and would be willing to start off on a reasonable basis, more often than not they could be brought along and developed."

Personally, I have had only one

such experience. Some years ago a young chap came to me and said: "I'm twenty-six years old. I'm not married. I own a small car. I can go any place. I figure I can cover the normal territory with my car, pay all my living expenses and car expenses, buy my clothes and so on for \$250 a month. If you will start me off on that basis, I think that inside of three months I can break even for you and after that I'll leave it to you to take care of me."

That stood out as a sound and sane way of applying for a job. I asked him how he got that idea and on what he based his figures. It did not seem possible that a young man without experience could so correctly diagnose the situation.

"Well," he said, "I have been working in a retail store for a few years. I have thought about going on the road for a long time and I have been talking with what seemed to be the best men who came to see our buyer. Three of them gave me almost this identical advice. All of them told me to be willing to start low enough so that you would feel like taking the time to teach me the business. So I figured out what I needed to live on and I think I can soon be worth that and more to you."

On that basis he was hired and although he started out slowly, before six months were up he was breaking even. At the end of the year, he was entitled to advancement. Had he been taken on, however, at, say \$200 a month and expenses, we could not have carried him ninety days. We should have had to drop him.

A Boston sales manager brought out an interesting angle the other day.

"Buying has changed radically during the last few years," he said. "We have not changed selling methods to keep in tune with the changes in buying methods. I don't think that the technique of salesmanship has kept in tune."

"Only a few years ago, salesmen had to fight for the buyers' attention. Today, the professional buyer is ready and willing to see

When copies of a newspaper are sold—whether baseball extras bought for the headlines or pre-date editions shipped outside the market,

That's Paid Circulation

When copies of a newspaper are sold to people living within its trading radius and read with reasonable thoroughness,

That's Market Coverage

Market coverage is better than paid circulation, but there is something better yet—

When copies of a newspaper are sold on monthly subscription to the people living within its trading radius, when they are delivered directly to the home by carrier, and when they are read by all the adults in a family,

That's the —

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 300 N. Michigan Bldg., Chicago. 225 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

every salesman. But, while he is ready and willing to see each man who calls, he is also quick to detect the salesman who can tell him something. He will waste no time on the mere talker.

"That is why so many of the so-called 'professional' salesmen are giving way to the men who know little about salesmanship but do know their line, the requirements of the buyer and the limitations of their own house.

"We can't make salesmen for our line by taking on a glib talker and letting him stand around our shops for a couple of weeks. The buyers resent such men. So much more is required of the present-day sales representative than the old-time 'professional' who felt he 'could sell anything' is entirely out of the running."

A Chicago buyer for a large mail-order house said to me a month ago: "Recently I had an idea that a certain manufacturer could produce an item we wanted to put into our catalog. I asked for a representative to call. I gave him an outline of what I needed. Then I said to him: 'Now, don't tackle this thing if it isn't in your shop to turn it out.' He assured me that within ten days he'd have quotations for me.

"On the ninth day he called on me. He showed me a letter from his house. It could not do the job. It was beyond the capacity of its equipment.

"I had rather suspected this, but I took the salesman's word for it that it was in line with what his house was able to do. Here was a very annoying delay of some ten days due to lack of knowledge on the part of that salesman. It is one thing for a salesman to be duly aggressive in present-day selling, but it is just as necessary for him to know what his house cannot do as well as for him to know what it can do."

This is a very common error into which sales managers fall, that of permitting their men to go out without knowing the limitations of their production facilities.

"I am not counting so much, these days, on selling ability," an-

other sales manager said to me. "The big thing I look for in the man I start out on the road is a broad background of the right sort of education. By that I don't mean a college education. I don't discount the value of a college training, but it takes much more than that to make a salesman these days. He must have an entirely different education. He must know what we can do and what we can't do—and how our line applies to the buyer's needs. And that cannot be learned in a few weeks. I like to feel that a man has two or three years of experience in producing our line before we start him out.

"To that end, we are looking for young mechanical engineers. We prefer young men who have been out of college about three years. By then they have come down to earth. We can then use them as mechanics and on mechanics' wages they can earn a good living.

"These young mechanics with college degrees develop, then, along different lines. Sometimes they do not incline toward sales work at all. We have had them become shop foremen, for instance. It has been interesting to note some of them develop real qualities of leadership and use their mechanical ability plus their mechanical education both to their fullest advantage. In other cases, within a year or two, we have been able to send them out on the road.

"I think if I were just graduating from a technical school with an M. E. degree, I'd make up my mind as to the type of work I thought I'd like and then I'd get a job in such a house. I'd want a job as a mechanic, at mechanics' pay, because that would assure me not only a good living but also a definite insight and knowledge of the business. I'd soon come to know not only the problem of the house but of the men. And then I'd make up my mind whether I wanted to progress in the manufacturing department or in the sales department. But within two years, I'd be ready to start out on the road if I wanted to head that way. Then I'd put it up to the

-and it is just as unsafe to use inflammable Cleaning Fluids demand-

CARBONA
Cleaning Fluid
**CANNOT BURN
CANNOT EXPLODE
absolutely safe!**
Removes Grease Spots
Wipes Injures to Fingers on Cakes
Breaks in Cracks and Seams

20¢ BOTTLES "LARGE" ALL DRUGS

advertised in St. Louis exclusively in
THE ST. LOUIS STAR
and the other large evening newspaper

To Obtain a True Picture of
the Changes That Are Tak-
ing Place in the St. Louis
Newspaper Situation—

Consider This 2 Year September Record of St. Louis Daily Newspapers

In Total Paid Advertising
September, 1928 and 1929
Compared With September, 1927

THE ST. LOUIS STAR Gained 161,808 Lines

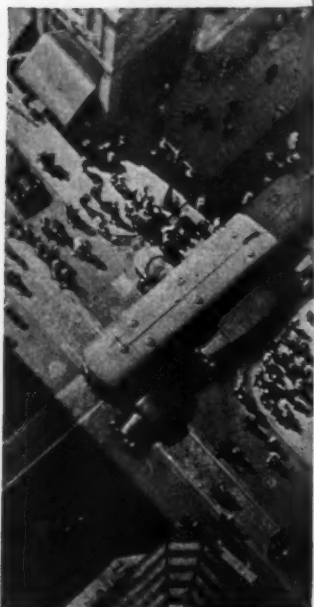
Post-Dispatch	Gained 15,666 Lines
Globe-Democrat	Gained 58,902 Lines
The Times	Gained 62,427 Lines

... and in National
Advertising during
the first 9 months of
1929, The Star gained
352,866 lines.

THE ST. LOUIS STAR

National Advertising Representative—GEORGE A. McDEVITT CO.

The changing skyline of Philadelphia



Thirteenth and Chestnut Streets, in the sector of fine shops. Of the 187 shops along this thoroughfare that advertise, eighty-seven per cent use The Evening Bulletin.

PHILADEL

is building for the new

AIRPLANES dart their way along routes; skyscrapers rise to dreamed-of heights; workmen in the stock market, and keep cars in their cellar-garages; forty-eight hours service spans the Continent . .

It is a new day . . . a new order of things . . . and Philadelphia is building to meet it.

Two hundred and eighty millions of dollars are involved in the present construction program in Philadelphia

The Evening Bulletin

New York Office: 247 Park Ave.
Chicago Office: 333 N. Michigan Ave.
Detroit Office: 321 Lafayette Blvd.
San Francisco Office: 601 Market St.

Business district reflects the City's progress.



PHILADELPHIA

New Order of Things

Building for a generation that works better, lives better . . . and *buys more*.

Philadelphia, The Evening Bulletin reaches nearly every home. For twenty-four years it has kept pace with growth of its community.

Today, among 572,600 homes, the Bulletin has 548,573 circulation.

It holds a stable sales volume in this percent market of homes, where The Evening Bulletin reaches practically every home at a low advertising cost.

Bulletin

City Hall Square

PHILADELPHIA



Market Street, where the annual sales volume totals hundreds of millions of dollars. The Evening Bulletin leads all Philadelphia newspapers in local and national display lineage.

house to let me start out at the lowest possible wage I could live on, so that it could afford to let me build up on the outside."

"That sounds like the millennium," I replied. "Send me a dozen or more of such men. I'll put them to work so fast it would startle them."

It is possible to get much evidence to back up the desirability of such a method of developing salesmen. Obviously, it is a very sound and wise way to proceed, both for the house and for the man. The men who are going to be the real money makers as salesmen five and ten years from now are the men who will have a sound background. There is no better background on which to build than a college training. And there is no better second strata than two or three years of practical experience in the shop or factory making the line one proposes to sell.

There is only one hard part about this—finding the young men willing to go through the post-graduate course above outlined.

But this fact does hold true: Most of us are trying to develop our salesmen too rapidly. Conditions may compel the quick building up of a sales force. Nevertheless, it is a wasteful and expensive practice.

With the change of attitude on the part of the buyer the type of salesman must change and is changing rapidly. And just as the present-day, newer school of buyer is a thoughtful student of merchandise and its usefulness or salability, so must the newer school of salesman be the man who can work with that type of buyer. And obviously he cannot be turned out in a few days or a few weeks. He cannot make real progress on the road unless he starts out with a real groundwork of preliminary education and training.

Leonard Luce with Lennen & Mitchell

Leonard Luce, at one time with Barton, Durstine & Osborn, Inc., has joined Lennen & Mitchell, Inc., New York advertising agency, as an art director.

Samson-United Corporation Formed

The Samson-United Corporation has been formed at Rochester, N. Y., to absorb the business of the Samson Cutlery Company of that city, manufacturer of kitchen tools and electrical appliances. A. O. Samuels will be president and treasurer of the new organization and H. L. Samuels, vice-president and secretary.

Members of the board of directors will include Richard H. Whitehead, vice-president and general manager of the New Haven Clock Company, New Haven, Conn., B. B. Goodman and E. C. Redfern.

R. J. Worthington Joins Touzalin Agency

R. J. Worthington, formerly in charge of production and service for Henri, Hurst & McDonald, Inc., Chicago advertising agency, has joined the Charles H. Touzalin Agency, Inc., also of that city, as production manager. He also was, for six years, production manager of Blackett & Sample, Inc., now Blackett-Sample-Hummert, Inc. advertising agency of that city.

Market Street, Philadelphia, to Advertise Itself

At a meeting on October 3, of the Market Street Merchants Association, Philadelphia, it was agreed to raise a fund of \$100,000 to be spent in an advertising campaign. Full-page space in the newspapers of Philadelphia will be used to acquaint the public with the advantages of shopping on Market Street.

Acquire Ontario Newspapers

J. F. MacKay, formerly business manager of the Toronto, Ont., *Globe*, is now heading a syndicate which has acquired the Guelph, Ont., *Mercury* and the Chatham, Ont., *News*. E. C. Young, who has been manager of the *News*, will be general manager of the two newspapers for the new owners.

J. S. McLaren with Clark Collard Agency

John S. McLaren, formerly with the service department of the McJunkin Advertising Company, Chicago, has joined the Clark Collard Company, advertising agency of that city, as assistant to the president.

Addison Vars Transfers W. B. Tanner

William B. Tanner, formerly production manager of the Buffalo office of Addison Vars, Inc., advertising agency, has been made production and office manager of the Rochester office of that agency.

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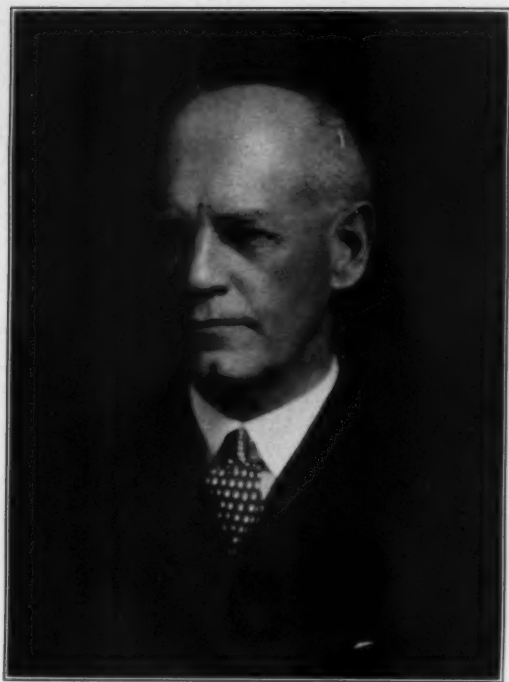


PHOTO BY ELLIOTT & FRY

CONCERNING EIGHT
NEW STORIES BY

W. S. Churchill

*B*EGINNING in October and in the eleven months following, *Delineator* will publish eight new short stories by the present Dean of English Literature

John Galsworthy

It is probable that these are the only short stories by Mr. Galsworthy that will appear in an American publication during this period.

Mr. Galsworthy has recently been awarded the Order of Merit, one of the most distinguished honors the British King can bestow.

And the original manuscripts of his Forsyte Saga have been presented to the British Museum.

The new stories Delineator will publish are further episodes in the lives of the Forsytes and possess that exquisite understanding which is so integral a part of Mr. Galsworthy's art.

Delineator

Established 1868



THE BUTTERICK PUBLISHING COMPANY





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Exactly Where Does Direct Mail Fit In?

Program for Annual Meeting of Direct Mail Advertising Association
Stresses Need for More Accurate Understanding of Direct Mail Job

CASUAL observers, if any there were among the fifteen hundred individuals who converged in Cleveland last week for the annual convention and exposition of the International Direct Mail Advertising Association, might often have wondered, especially in the early stages of the program, where the "direct mail" part came in.

Much of the time it entered into the picture only insofar as it is one element in what seemed, after all, to be the general theme of the convention—selective selling.

Magazine men, newspaper men, manufacturers, retailers, all took part in the program. And the thought which arose from their messages was briefly this: "In any advertising job, direct mail, like all other advertising mediums, is best fitted to perform only one angle of that job. And, contrary to the small group of enthusiasts who hold forth blindly for the all-pervading powers of their particular medium, direct-mail advertising, like all advertising mediums, can be highly successful only when it is geared to the specific job for which it is best fitted. Know first what direct mail can best do. Find out exactly where it fits into your advertising and selling program. Then be sure it is accurately adjusted to that job. Generalities and panaceas belong to a forgotten age."

There is nothing new about this angle, this emphasis on matching the tool to the job. But not so many years ago one would have listened long to hear it so consistently echoed throughout the annual gathering of any one advertising medium.

The Cleveland program might well be described as consisting of two strata: a ground level dealing with modern selective selling in all its ramifications and a secondary, superimposed level of direct-mail fact-material.

Typical of the first were such talks as these, outlined here in summary form:

Advertising and Selling, by Franklin L. Miller, Curtis Publishing Company, New York:

"In any analysis of modern selling procedure, one might very profitably ask why is it that 51 per cent of all salesmen fail? And then study the answers. Here, in my estimation, are at least eight reasons:

"1. Desire to sell their own way.

"2. Do not have any idea of the significance of turnover. (Ninety-two per cent have no conception of how to figure it.)

"3. Do not follow the house plan and policies.

"4. Do not know their own merchandise.

"5. Don't study men; cannot adapt their point of view to that of their customer.

"6. Don't work.

"7. Satisfied with small success.

"8. Haven't the reserve power to carry them over the 'crest.' Lack unqualified, sane persistency.

"But let's come out of the gloom and reverse the question. What are some of the reasons salesmen succeed? Here, I think, are at least four:

"1. They initiate new ways; do not eternally rely on duplicating methods that have proven successful for others.

"2. Have learned how to present their story so it will interest others. Moreover, they are themselves interested.

"3. Know how to express themselves clearly.

"4. They understand *and use* advertising.

"I urge you to spend less time trying to sell and more time trying to serve. Platitudinous as it sounds, it is the essence of creative selling. And above all, don't make the mistake of allowing yourself, or your men, to take *less* than your

rightful share of business. Talk about and fight for the proposition you represent until you get what you reasonably think is due you. In my estimation, the very basis of mediocrity in selling is this attitude which allows a salesman to be



W. A. Biddle
President,
D. M. A. A.

satisfied with, to feel that after all he is lucky to get, a half-order or quarter-order or any fraction of that amount to which he inwardly knows he is rightfully entitled."

In exactly the same vein was the talk of Allen W. Rucker, the Eddy-Rucker Co.

Cambridge, Mass. He, too, listed numerically the causes of business failure, noting that they were as applicable to direct mail as to other business elements. Taken together, they formed an excellent summary of what selective selling is *not*. In other words, Mr. Rucker, like his associates on the program, pounded away for specific, well-grounded, well-co-ordinated selling programs. Here are a few of the reasons he gave for business failure:

"1. Lack of knowledge of the 'interval between purchases.' There is a natural measurable interval between the repeat purchase of almost any particular commodity. People buy largely according to this interval rather than because of salesmanship.

"2. Trying to sell to people who are not naturally in your market instead of first accurately determining your natural market and concentrating on it. This involves first a suitable classification of both customers and products. From the point of view of direct mail, it represents the difference between wholesale, indiscriminate mailings, and mailings which are carefully prepared to fit in with the buying habits of the individual or company to whom they are sent.

"3. Failure to have an idea, not a clever idea, but an idea that will

show a man how to get something he really wants and will profit by owning.

"4. Lack of knowledge of why people buy. Briefly, people buy for just two reasons: to get something they want and do not now have, and to get rid of something they now have but do not want."

Now comes the second type of talks, those which dealt specifically with direct-mail experiences. Here are some of the highlights, in summary form of course:

Studebaker Direct-Mail—\$250,000 Annually, by M. F. Rigby, Studebaker Corporation of America, South Bend, Ind.:

"There are two distinct types of direct mail: first, the type that produces an order by return mail, either on the basis of an out-and-out purchase, or on approval. The second type doesn't aim for such results. It simply endeavors to create an interest in the mind of the recipient, to pave the way for the salesman. Our direct mail falls in this class.

"In addition, well-handled direct mail does instill in the salesmen a feeling of confidence in calling on people who have been circularized. If two or three mailing pieces have preceded the salesman's call, his visit is taken out of the category of cold canvass.

"We find that return cards, requesting a demonstration or further information fall short in producing results, which, we have learned, is due to the nature of our business rather than to any weakness of the mailing pieces.

"In my opinion, there is a great deal of money squandered today for direct mail that is flabby, flat and contains no element of interest either in the picture or text employed. In such a sea of mediocrity, an occasional lighthouse of merit stands out all the brighter.

"We depend on our dealers for 90 per cent of our mailing lists. We go on the theory that if the dealer supplies the list, he feels more definitely a part of the campaign. Studebaker is one of the few manufacturers supplying direct-mail campaigns to its dealers without charge. We do this because we are convinced direct mail

INDIANA

Far reaching, prosperous farms—strategically situated industrial cities—a rich, active market you cannot afford to neglect.

And here—as in the fifteen other states where Packer maintains outdoor advertising plants—national advertisers depend upon Packer for the fine coverage and splendid service that has so quickly earned for the Packer organization the enviable reputation it enjoys today.

PACKER

Executive Offices:
UNION TRUST BLDG.
CLEVELAND, OHIO

Operating Office for
I N D I A N A
R I C H M O N D

is an important ally in retail selling."

Any Plan Better Than None, by P. J. Kelly, B. F. Goodrich Rubber Company, Akron:

"Any manufacturer should spend 80 per cent of his advertising for



W. R. Ewald
Vice-President,
D. M. A. A.

action advertising—the kind that induces immediate sales. Direct mail, as we use it, falls in this class. But no general direct-mail campaign with a broadcast appeal can do a good selling job. Any market must be broken down and appealed to in terms of its own character-

istics.

"We do insist, however, that our dealers use our campaigns exactly as we prepare and schedule them. Perhaps a certain few dealers could improve on them. More would not, so we feel that any 'meddling' on the part of the dealer is too likely to end in total dis-

regard of our own plan."

The educational exhibit, which is always an important part of the convention, this year contained something in excess of 10,000 pieces, being the largest in the history of the association. As would naturally be expected, color printing was everywhere and obviously, the outstanding note of this year's exhibit.

The annual election on Wednesday resulted in the selection of William A. Biddle, of the American Laundry Machinery Company, Cincinnati, as president for the 1929-1930 year. W. R. Ewald, Campbell-Ewald Company, Detroit, is the newly elected vice-president. Frank Pierce, to whom goes much of the credit for the fact that the direct-mail convention is annually known as one of the largest and best organized gatherings in organized advertising, was re-elected as executive secretary and treasurer. With three directorships to be filled, Mr. Ewald and E. J. Roper, of *Postage & the Mailbag*, were elected to succeed themselves. The new director is W. C. Dunlap, of the American Multigraph Sales Company, Cleveland.

High Points of Departmentals

Alta Guinn Saunders, Urbana, Ill., at the Better Letters departmental: "One of the less obvious reasons, aside from natural mental laziness, why correspondents do not say what they mean rests in the quality of our training of business letter writers. I read this from the pen of a correspondence supervisor: 'Good writing is not concerned with split infinitives, lost, strayed or stolen commas, or Latin or Saxon words. Good writing is saying exactly what you intended to say and saying it in such a way that everyone who reads it will, without effort, get your exact meaning.'"

"Frankly I do not think that man said what he meant. I think this writer intended to say that a person cannot write effectively until he has become so skilful in the observance of rules of syntax that

he is unconscious of using them in the same sense that a golfer is not skilful so long as he has to think of every detail that constitutes his form."

Make Customers "Bankwise"

FRANK FUCHS: First National Bank, St. Louis, at the financial group meeting: "I honestly believe if more banks would exercise greater effort to make present customer's 'bankwise' with their direct mail, instead of sending out the same old appeal for new business, the returns would not only justify the expense involved, but it would prove a sound investment.

"The bank has passed out of the period of its narrowly limited

Make this delicious Pectin Jelly
5c a glass
No peeling or straining of fruit needed
Full Size Package FREE
Just Clip the Coupon

Kwik-Set
No peeling or straining of fruit needed
Full Size Package FREE
Just Clip the Coupon

Creating CONSUMER CONFIDENCE for home commodity advertisers in Cleveland

HOME commodity advertisers entering the Cleveland market through The Cleveland News secure these advertising advantages that no other Cleveland newspaper can offer:

1. A responsive family group that are particularly brand-conscious because of the educational work of The News Homemakers' Service Department.
2. An opportunity to have one's product demonstrated and explained at The News Homemakers' School before an audience of representative Cleveland housewives.
3. Tests of one's product conducted in The News model kitchen by Ruth Merriam Wells, News household editor, and presented on her household pages to the thousands of News readers.

The News Homemakers Service Department is in direct personal touch with thousands of Cleveland homemakers who are seeking new ideas and new methods in their everyday household tasks.

Hundreds of these women attend the free cooking school conducted each week by The News in their own auditorium.

Thousands more write and telephone Ruth Wells for information and advice.

Home commodity advertiser seeking consumer demand for their products in Cleveland can not afford to ignore the news paper that through years of effort has created the most responsive, alert and intelligent group of homemakers that can be found in any major market.

THE CLEVELAND NEWS

GEORGE A. MCDEVITT CO.

National Representatives

TRUE STORY STILL HAS NEWSSTAND SALN

FACTS YOU SHOULD KNOW ABOUT NEWSSTAND CIRCULATION

Newsstand and newsdealer magazine circulation are *not* synonymous terms. True story of newsstand circulation obtained

Newsstand circulation is magazine circulation bought and sold by newsstand retailers in urban shopping centers (A. B. C. of True Story has been obtained from newsstand retailers in urban shopping centers). It includes copies sold over the newsstand. It may also include copies sold through boys known as "boy sales", also sold by the "home carrier" method where dealers have a definite route or list of homes to which they deliver the magazines, differing in no respect from subscription circulation except in the method of delivery.

Beginning with its report of December 31, 1929 the A. B. C. of True Story has been obtained from newsstand retailers in urban shopping centers.

IL HAS THE LARGEST ALN THE WORLD



r ma differentiate between newsstand circulation and circula-
onym obtained by "boy sales" and "home carrier" methods.

ht ve Story has none of this type of circulation. 2,018,171
ces (A.B.C. June 30, 1929)—95 per cent of the entire circu-
n of True Story—are purchased voluntarily every month
ousewives for twenty-five cents from urban newsstands in
n shopping centers.

sstand sale is the cream of magazine circulation. When
buy newsstand circulation be certain that you are getting
stand circulation and not newsdealer.

ember too that 95 per cent of True Story circulation is
stand—the largest newsstand sale of any publication in
world at any price.

usefulness. It has become a department store of finance. It carries a line of service ranging from savings accounts to steamboat tickets. Let us not forget that a bank lives by the sale of service and credit. The bank that does not sell these services to its best customers through direct mail can hardly expect them to know what it has to offer. These customers should be educated to concentrate all their financial affairs with one institution."

Experienced Tips on House Organs

CHARLES E. TOWNSEND, Barron G. Collier, Inc., New York, before the house-organ departmental: "In connection with our own house organ, here are some of the things we have learned: That a list of feature articles and a different background in a different color should be on the front cover each month; that the more general interest you can give your magazine, the greater the general interest of every individual reader will be; that there are more ways than one of saving money without cheapening the appearance of your publication.

"Let me summarize the house organ question, as we have come to see it. If you will consider your magazine in the same light that George Horace Lorimer considers *The Saturday Evening Post*, from beginning to end, it cannot fail to succeed.

"In other words, treat your magazine as if it were wholly dependent upon paid advertising and paid circulation for its success. Make your readers' interest your paramount concern. Prepare every issue so that it will have real interest for every reader, even though he be not a present or future prospect. Test reader interest through questionnaire and return cards. Keep your editorial contents in step with the march of events and the trend of thought.

"Read all the advertising and trade papers you can get hold of. They will supply ideas that you might never hit on otherwise.

Maintain an exchange mailing list with other successful company magazines. Above all else—remember that you are an active cog in an industry that spends upward of \$15,000,000 yearly—a phase of advertising that is still so little understood that no truly authoritative book dealing with it has been written."

Hoover Endorses Air Mail Week

While hardly to be classed as a "departmental" of the convention, one of the events running parallel to it was the celebration of National Air Mail Week, sponsored by the Direct Mail Association and the American Air Transport Association. The week was officially inaugurated at a meeting of the Cleveland Advertising Club on Tuesday, the high point of which was the arrival (by air mail) of the following letter from President Hoover, addressed to James Leslie Hubbell, president of the club:

"DEAR MR. HUBBELL:

"Please extend my cordial greetings to those present at the air mail luncheon and to the delegates of the International Direct Mail Association. All possible support should be given by private business to the development of aviation, which is a potential source of countless benefits to mankind. I wish you all success in your deliberations.

"Yours faithfully,
"HERBERT HOOVER."

E. E. A. Stone Heads William Peterman, Inc.

Evans E. A. Stone, former advertising manager of Stanco, Inc., New York, distributor of Flit, Nujol and Mistol, and, more recently, with Edward F. Thiele, Inc., New York, has been made president of William Peterman, Inc., of that city, manufacturer of Peterman's Discovery, Peterman's roach food and Flyosan insecticide.

Louisiana Oil Refining Appoints A. M. Gottschall

A. M. Gottschall, formerly an account executive with Bauerlein, Inc., New Orleans advertising agency, has been appointed advertising manager of the Louisiana Oil Refining Corporation, Shreveport, La.

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Carr Heads Mail Advertising Service Group

IT was evident from the annual convention of the Mail Advertising Service Association International, at Cleveland last week, that the problems of letter producers, like those of most producers, center around the question of *creative* selling; around the need and procedure for selling entire programs of letter and direct-mail advertising, rather than single-unit jobs.

While the program, as constructed by E. W. Husen, of Detroit, was designed to interest all, whether their interests be largely with the mechanical, sales or creative sides of letter-shop work, attending members soon indicated they would gladly forget their mechanical problems in favor of a few good tips for the selling and creative ends of their businesses. The most popular speech, as indicated in a vote at the end of the convention, bore the title, "Little Things That Keep Customers Sold," by E. L. Krieg, of Minneapolis.

The ever-present question of what the advertising agency thinks about letters and letter producers, a subject which in former years has almost always been fanned into at least a tiny blaze, was received at this convention both calmly and optimistically. Ralph Leavenworth, of Paul Teas, Inc., Cleveland advertising agency, who talked for the agency point of view, said he could see nothing to indicate that letter shops and agencies were not now on a mutually satisfactory, mutually appreciative footing.

At the conclusion of the convention, the delegates unanimously endorsed a resolution placing the association on record as opposing the withdrawal of the present C.O.D. business reply mailing privileges on post-cards and envelopes. In a communication from Homer J. Buckley, the group was also urged to fall in solidly behind the National Council of Business Mail Users in its program for standardization of present post-

office department regulations.

Jack Carr, of Tampa, Fla., is the newly elected president of the mail service group. E. W. Husen becomes vice-president, with Percy Cherry, of Toronto, and H. B. Heiden, of Seattle, as Canadian and Western vice-presidents, respectively. The new directors are Herbert W. Osborn, Syracuse, N. Y., and Harry C. Bates, Washington, D. C.

Kirkpatrick Agency to Direct Oregon State Campaign

The W. S. Kirkpatrick Advertising Service, Portland, has been appointed to handle the advertising campaign which has been authorized by the 1929 Oregon State legislature for the promotion of land settlement and State development. The appropriation, which amounts to \$25,000, will be spent, according to tentative plans, in farm papers and newspapers. The account will be handled under the direction of the State Chamber of Commerce and the State Board of Control.

C. F. Kelly, Jr., Joins Beecher-Maxwell Agency

Charles F. Kelly, Jr., has resigned as a member of the copy and service department of the D'Arcy Advertising Company, St. Louis, with which he has been associated for the last seven and a half years, to join Beecher-Maxwell, Inc., advertising agency, also of St. Louis.

Home Magazine Publishers to Meet at Chicago

The semi-annual convention of the American Home Magazine Publishers will be held at Chicago, October 31. G. D. Mitchell, of the Pathfinder Publishing Company, Washington, D. C., will preside.

"Hosiery Age" Appoints Harold Gutman

Harold Gutman, formerly on the sales staff, at New York, of the *Boot and Shoe Recorder*, has been appointed advertising manager of *Hosiery Age*, published at that city by the United Business Publishers, Inc.

A. B. Grant with Mackinnon-Fly Publications

A. B. Grant, formerly with the *American Legion Weekly*, now the *American Legion Monthly*, Indianapolis, has joined the Mackinnon-Fly Publications, Inc., New York. He will represent *Science and Invention*.

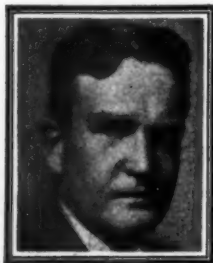
THEY ARE WE, AND WE ARE THEY

EVERY business has a definite personality. A one-man business reflects the personality of one man.

A business run by a man and wife, man and partner, or proprietor and clerk will have a personality that is a blend of those two.

And so on—right up through the concerns that meet their customers through a dozen, a hundred or a thousand representatives—every business is a composite of the intelligence, vitality, character and good taste of the individuals who are parts of it.

This is especially true of the advertising agency, whose very "bricks and mortar" are living, thinking people. These people are not alone parts of their own agency. They are parts of every business whose advertising is touched by their work.



BRUCE BARTON
Chairman of the Board
New York



FREDERICK H. NICHOLS
Assistant Account Representative
New York

Portrait of Nichols

Bat

CHICAGO



WILLIAM M. STRONG
Account Representative
New York



PAUL J. SENFT
Office Manager
New York



GEORGIA LEFFINGWELL
Publicity Department
New York



JOHN G. ALLEN
Art Department
Buffalo



EUGENE B. LEQUIN
Assistant Account Representative
New York

Batten, Barton, Durstine & Osborn

INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building

Japan Calls—Through Advertising

How Japan Is Entering Its Bid for American Tourists

BEGINNING this month, Japan is entering its bid for tourist travel through an advertising campaign which is appearing in American magazines and class publications. Advertisements in the campaign are appearing over the name of the Japan Tourist Bureau, an organization which has been functioning in that country since 1912 but which has only recently become active in the United States through the opening of offices at New York. Until now this bureau has been co-operating with the Japanese Government Railways, other railways, steamship companies, hotels and other interests in Japan catering to foreign visitors, by rendering services to travelers who have already come to Japan. The bureau's present advertising campaign, however, marks the beginning of a new policy of working in this country to stimulate travel and increase the number of tourists to the Orient.

The present advertising campaign is the first effort to attract tourists that has been made by Japanese interests themselves, previous advertising of this sort having been sponsored by steamship companies plying between this country and Japan. Expenses of the campaign are being borne by not only the railways but by the larger shops, pottery makers, pearl fisheries and other interests in Japan who will benefit from an increase in the number of tourists to the country.

At the present time American tourists to Japan number only about 7,500 a year. Tourists from the United States to Europe last year numbered approximately 400,000; the Japanese feel that with so many Americans able to travel


each year, the attractions Japan has to offer deserve a greater number of visitors and that an explanation of these attractions through advertising and the dissipation of the incomplete knowledge Americans have of the Orient will stimulate tours to the East.

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The subsidiaries of Aspen, Stone and Monarch are located
from the United States and Canada by the Niagara Youth Center,
Glacier House, Seattle, the Dallas International Inn, the American
Motel Inn and Canadian Pacific. All information will be for-
warded by any of these lines, the American Express Company,
VISA, Card of the, are secure agents, or by the

JAPAN TOURIST BUREAU
c/o Japanese Club Building
100 Madison Ave., 15th Fl.
New York, N.Y. 10017



I know a man that
experiences sadness
often. Where else
can you find a
mountain peak bet-
ter suited to a people
than where else can
you find it to go
down that have been
convinced for a thousand years?

Where else can you find
with the mountains under their
feet and mountains to be
tried in those of Old Nigeria
Where else can such exultation
arise, such with its land
array of blossoms? Where
else such delightful sleep with
troughs and ditches, with re-
sources of art, such a hospitable
welcome?

signs calls—and to all those up-
 and-downs adds every facility to
 today's rugged and strenuous.
 Oak, hickory, hawthorn—all the
 most-quoted—along with good
 native maple, mahogany, Gmelina
 boards and great railroad timbers
 assure an adaptable stock any time
 of the year. *Home life.*

*This Advertisement Is Appearing in Four Colors
in Magazines*

Therefore, copy in the campaign will attempt to make Japan and its people understood to Americans and will stress the beauty of Japan, its modern facilities, its healthy climate, natural springs and spas and will explain such things as the hunting season, the blossom seasons and other temporal Japanese attractions.

About twenty publications will carry this message of Japan in black and white and color advertising.

The campaign will continue indefinitely.

Department stores wonder and worry...automobile industry loses momentum...wholesale grocers oppose packers...caterpillar boats tow box-car barges...textiles trouble and why.

ADVERTISING men are the advance guard of business. Theirs is the responsibility of keeping an eye on the future. The Business Week enables the executives of agencies and accounts to see what's ahead by telling them what has happened and what it means while it is news.

To advertising men, as to all business men, The Business Week offers the perspective they need.



A MCGRAW-HILL PUBLICATION

What's It All A

LIFE—a split-tick in the Creator's timepiece, half a heartbeat in the bosom of the Universe. Buried billions already snuffed out, and still the eternal enigma: "What's it all about?" The Sphinx grins.

If even the humdrum pieces in your life's kaleidoscope obscure the pattern, what of James F. J. Archibald, delver into curious corners of the cosmos? He has seen men hung by the thumbs and broken on the rack . . . executions with every known device from the knout to the tread of an elephant's foot . . . hundreds of heads lopped off while thousands looked on without a qualm . . . a berobed mandarin engrossed in the antics of a playful kitten while mallets shattered every bone in the bodies of sixteen men!

Radio, telegraph, and telephone—



JAMES F. J. ARCHIBALD

you may have been inducted into such wizardries. But what of telepathy? What's that all about?

Mr. Archibald, who accompanied a British column which had gone into a rugged section on the Afghan frontier to suppress a native uprising, tells of phantom messages flashed between the two camps with psychic sending and receiving sets. We of the New World have

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tediously stretched wires and cables
over wastes which they span with
the essence of communication—
thought.

"What's it all about?" is a queer
canvas of an odd life, struck off
in free-hand splashes. James F. J.
Archibald, who as a war corres-
pondent has inhaled the powder of
every great international conflict
since 1894, pens this wandering
philosophy of a wanderer in the
current issue of LIBERTY.

ALSO . . .

Beatrice Grimshaw, Robert W.
Chambers, Arthur T. Munyan,
Dorothy Russell, Paul W. Gallico,
Gladys Huntington Bevans, Ralph
Arton, and additional features.

LIBERTY
Weekly for Everybody

REINCARNATION

Some LIBERTY features which recently
have had a rebirth in book form:

- "All in the Family" Theodore Roosevelt
- "Bryan" M. R. Werner
- "The Red Napoleon" Floyd Gibbons
- "Show Girl" J. P. McEvoy
- "Fool Errand" Patricia Wentworth
- "The Happy Parrot" Robert W. Chambers
- "Money for Nothing" P. G. Wodehouse
- "War Bugs" Charles MacArthur
- "Ten Real Murder Mysteries" Sidney Sutherland
- "Sergeant York" Tom Skeyhill
- "Falcons of the Air" James Norman Hall
and Charles Nordhoff
- "The Broadway Murders" Edward Doherty
- "The Man They Couldn't Escape" Michael Fiaschetti and Prosper Buranelli
- "Hollywood Girl" J. P. McEvoy

FOR 1930—2,250,000

average net paid circulation guaranteed—and still no increase in rates!

Now **205,000** *Daily*

Now **62,000** *Sunday*

An interesting insight on the newspaper situation in Louisville is revealed by a comparison of sworn Publishers' postoffice statements of March 31, 1929, and September 30, 1929.

The Courier-Journal and Times

Sept. 30 ----- 205,009

Mar. 31 ----- 197,796

Gain **7,213**

The Sunday Courier-Journal

Sept. 30 ----- 162,589

Mar. 31 ----- 158,120

Gain **4,469**

The Daily Herald-Post

Mar. 31 ----- 85,199

Sept. 30 ----- 73,738

Loss **11,461**

The Sunday Herald-Post

Mar. 31 ----- 74,835

Sept. 30 ----- 63,487

Loss **11,348**

MEMBERS: A. B. C.
MEMBERS: 100,000 GROUP
OF AMERICAN CITIES

THE COURIER-JOURNAL
OVER 205,000 DAILY  OVER 162,000 SUNDAY
THE LOUISVILLE TIMES

REGISTERED MAIL PERMIT NO. 100 LOUISVILLE, KY. POST OFFICE BOX 100

Briefs Filed in Government's Case Against Advertising

Attorneys for Federal Trade Commission and American Association of Advertising Agencies Submit Their Statements of the Facts in the Case

THIS week counsel for the American Association of Advertising Agencies filed their brief in the case brought by the Federal Trade Commission against the association and other respondents, the American Newspaper Publishers Association, Southern Newspaper Publishers Association, Six-Point League of Special Representatives and the American Press Association.

The brief of the Federal Trade Commission was submitted by its attorney on August 21.

These two incidents are the latest developments in a case which is now five years old. It involves a complaint alleging conspiracy and combination between the associations mentioned, to prevent any advertiser from getting the commission allowed by newspaper publishers to advertising agencies; and to prevent any advertising agency rebating or splitting such commission.

In the charge of counsel for the Trade Commission this conspiracy covered the period from 1918 to 1923 and he offers a vast amount of documentary proof and testimony of witnesses in a record of some 7,000 pages to prove his point. About 3,500 pages represent testimony. Approximately the same number of pages are devoted to exhibits. This evidence covers the five hearings conducted by the Government to which were called many representatives of the associations involved, newspaper publishers, advertising agencies, and national advertisers. These proceedings were fully covered in **PRINTERS' INK** at the time of the hearings.

At the conclusion of the Government's case the respondents all rested on the Government's testimony. No witnesses were called by the respondents. The position taken by the respondents is that the Government's case as developed,

shows that the discussions and activities of the respondents were the continuation and advocacy of trade practices which had grown up and have been approved in the industry for more than forty years.

Attorney Burr, for the Trade Commission, contends that advertising is interstate commerce and as such comes under the regulatory jurisdiction of the Trade Commission. He especially complains against newspaper publishers' advertising agency recognition lists. These are made up by the publishers' association, listing those agencies which they recognize as entitled to agency commissions. There are, it is pointed out, about 700 names on these lists, of which 132 are members of the Four A's.

He also complains that house agencies (so called when they are owned by advertisers) and direct national advertisers, are not recognized by publishers and cannot obtain the commission.

The publishers, in return, claim that house agencies and direct advertisers are not entitled to the agency commission which is paid not only for bringing a particular advertisement to a newspaper but, in addition, for the development of advertising in general. Advertising agencies, it is contended, have developed advertising far beyond what has been done by house agencies and direct advertisers who are concerned only with their own particular advertising. The publishers claim they do not intend to pay commissions to house agencies and direct advertisers unless forced by the Federal Trade Commission to do so.

The brief for the Commission concludes with the request "that an order to respondents should issue, directing them to cease and desist from the practices alleged in the amended complaint and proved in the proceeding herein."

In the brief filed by McKercher

& Link, attorneys for the Four A's, it is stated that the net result of the practices and customs in the business of national newspaper advertising is as old as newspaper advertising itself; that individual publishers had always opposed paying direct advertisers the agency commission; that the A. N. P. A. had a formal resolution on it, at its first meeting in 1889, and that there always had been a certain proportion of direct advertisers and house agencies doing business long before 1918 who had been granted the commission.

As much as thirty years ago, it is stated, there had been the same amount of opposition by publishers, their representatives and by individual agencies to allowing commissions to house agencies and direct advertisers and while there had been exceptions during all these years, the parity has remained about the same.

The Four A's, it is pointed out, was formed in 1917, getting under way in 1918, the year when suspicion of a conspiracy started. The agency association, the brief explains, picked up the practices it found to be general in the trade, as settled practices and codified them.

Meetings of the Six Point League with agency representatives and publishers, it is set forth, were started before 1915, not a "conspiracy" started in 1919, as alleged by the attorney for the Government. The brief of the Six Point League has also been submitted.

The brief for the Trade Commission takes the view that "the Commission has decided that advertising is part of the interstate commerce of the advertisers, since it has in probably hundreds of cases issued orders requiring respondents, national advertisers, to cease their use of *misleading advertising*. The commission has thereby decided, not only that advertising is a method of competition, but also that it is a method *in commerce*."

Further, it is submitted that "For the Commission now to declare that it has no jurisdiction over methods burdening and constraining national advertising on the

ground that advertising is not a part of interstate commerce, would be to declare that it has been in error in every case wherein it has taken jurisdiction over misleading advertising methods. If such orders were not in error, advertising is a direct part of the commerce of the advertiser."

On the claim raised by the attorney for the Government that advertising is interstate commerce, counsel for the Four A's submit the argument in the case of *Blumenstock vs. Curtis Publishing Company*, which decided that no interstate commerce was involved.

Even if interstate commerce were involved, counsel for the Four A's contend that the case deals only with unfair methods of competition. There is no competition between the advertiser and the agency, it is held. The advertiser manufactures and sells commodities. The agency does not manufacture anything, being in the business of performing a service. There is nothing unfair, the brief argues, in the methods complained of by the Government, because they are designed to prevent fraud and misrepresentation. The house agency, it is claimed, surreptitiously rebates its commission to its owner-advertiser, a trade practice which, in other industries, the brief submits, has been condemned by the Federal Trade Commission itself in something like 100 cases in the last two years.

Argument in the brief for the Four A's is advanced under the following six points.

Point 1—The record does not show any direct, substantial and undue interference with interstate commerce.

Point 2—The practices complained of are not "methods of competition in interstate commerce" within the contemplation of the Trade Commission Act, and are not unfair methods of competition in any event.

Point 3—Advertising is not "commerce" nor is it such an "instrumentality" thereof as to come within the power of Congress to regulate as interstate commerce.

Point 4—Unfair competition is attempted to be forced on these

FIRST in Leading Wheat County

Ford County, Kansas, is the leading wheat county in the nation's leading wheat state. This year it produced over five million bushels of "prairie gold." From wheat alone Ford County will be in pocket nearly seven million dollars.

In Ford County there are 1,291 farm families. The Weekly Star's total circulation in Ford County is 784 copies. Its strictly rural route circulation in Ford County is 610 copies.

The Weekly Star has the largest rural route circulation in Ford County, just as it enjoys the distinction of having the largest rural route circulation of all farm weeklies.

If you have goods to sell, you can acquaint 470,000 farm families with their merits through The Weekly Star, at the lowest per thousand copy advertising rate in the farm paper field.

The Weekly Kansas City Star.

Largest Weekly Rural Route Circulation in America

respondents by the proceeding.

Point 5—Membership qualification of the Four A's does not exclude competitors from engaging in business and does not lessen competition among members.

Point 6—The amended complaint should be dismissed on the grounds that—

(a) No unfair method of competition in violation of the Act of September 26, 1914, has been shown.

(b) The Federal Trade Commission has no jurisdiction over the subject-matter in the complaint.

Brief for the American Newspaper Publishers Association is also to be filed shortly. With the submission of all briefs, it is anticipated that the case will come up for argument before the end of the year.

128 References Pronto!

THE PROCTER & COLLIER CO.
CINCINNATI, OCT. 9, 1929

Editor of PRINTERS' INK:

I was amazed at the speed with which you compiled the articles that I requested on the subjects of co-operative local advertising by manufacturer and dealer, and on the methods of getting out effective house organs.

If I have counted correctly, you gave me a total of sixty-one references of the first subject and a total of sixty-seven on the second, the articles having appeared in PRINTERS' INK and PRINTERS' INK MONTHLY.

I wish to thank you for this service, as the articles will be of great value to me.

L. W. BRAND.

A. H. Young with Clayton Publications

A. Henry Young, formerly with the Macfadden Publications, New York, has been appointed advertising manager of *Miss 1929*, New York, a new Clayton publication.

Hotel Appoints Gardner Agency

The Hotel Lennox, St. Louis, has appointed the Gardner Advertising Company, of that city, to direct its advertising account.

Vitrolite Account to Behel & Harvey

The Vitrolite Company, Chicago, has placed its advertising account with Behel & Harvey, Inc., Chicago advertising agency.

Program of Newspaper Advertising Executives

The following speakers will address the one-day session of the Newspaper Advertising Executives Association which will be held at Chicago October 24 at the Stevens Hotel: Guy C. Brown, vice-president and secretary, Campbell-Ewald Company, Inc., "The Future Newspaper Advertising Outlook"; Charles W. Mearns, "Newspaper Advertising Problems of Today"; Mrs. Ruth Hanna McCormick, publisher of the Rockford, Ill., *Register* and congresswoman-at-large of the State of Illinois, "What a Publisher is Thinking About His Advertising Department," and Charles C. Younggreen, president, Advertising Federation of America, "The Problems of the Advertising Practitioner and the Newspaper Executive."

New Accounts to Charles W. Hoyt Agency

Thine Products, Inc., maker of Thine Hand Creme and other preparations, has appointed the Charles W. Hoyt Company, Inc., New York advertising agency, to direct its advertising account. Radio and newspaper advertising are being used.

McCormick & Company, Baltimore, manufacturing chemists, have also appointed the Hoyt agency to direct the advertising of their Red Arrow Insect Spray. This does not effect the advertising of the other products of McCormick & Company which will continue to be handled by Cecil Warwick & Cecil, Inc., New York advertising agency.

Cleveland "News" Advancements

Carl M. Marvin, for the last twelve years advertising manager of the Cleveland *News*, has been appointed assistant business manager of that paper. F. J. Crowell, formerly advertising manager of the St. Louis *Star*, succeeds Mr. Marvin as advertising manager of the *News*.

W. R. Armstrong, formerly classified advertising sales manager of the Chicago *Herald and Examiner*, has also joined the Cleveland *News* as classified manager.

N. W. Ayer Opens Detroit Office

N. W. Ayer & Son, Inc., has opened an office at Detroit, with Frank L. Scott, Jr., in charge. Mr. Scott has been in that city for some time past in the service of clients of the Ayer organization.

Cudahy Packing Company Advances D. J. Donahue

D. J. Donahue, formerly manager of the dry sausage and casings departments of The Cudahy Packing Company, Chicago, has been appointed branch house manager of that company.

"I see by the Oregonian"



"I see by The Oregonian" is one of the most frequently used phrases in The Oregonian Market. People have been saying it with confidence for over three-quarters of a century . . . From 1850, when The Oregonian was distributed by a single horseback rider, to 1929 when a fleet of Oregonian delivery trucks covers 30,000 miles a week, The Oregonian has been intimately identified with the growth and progress of what is now the nation's fifth richest per capita market . . . With the largest circulation and lowest milline rate of any Portland newspaper, *plus complete reader confidence*. The Oregonian is unquestionably your first and best advertising buy in Oregon and Southern Washington.

The Oregonian

PORTLAND, OREGON

The Preferred Newspaper of the Pacific Northwest

Circulation: Over 109,000 daily; over 172,000 Sunday

Nationally represented by VERREE & CONKLIN, Inc.

New York,
325 Madison Ave.

Chicago,
333 N. Michigan Ave.

San Francisco,
Monadnock Building

Detroit,
321 Lafayette Blvd.

TWO GROUPS OF DISTRIBUTORS DOMINATE THE MARKETING OF DRAPERIES & DECORATIVE FABRICS

They can be reached with two publications



THE country's annual production of draperies and decorative fabrics in cotton, silk and wool is valued at \$99,000,000. Two groups of factors dominate the distribution of this important group of fabrics.

The *Wholesaler* not only buys direct from the manufacturer the great majority of all drapery and decorative fabrics but in a literal sense he controls their distribution. For, aside from the department store, the principal outlet for this class of merchandise is through decorators and other small shops which are closely associated with the wholesaler. Thus the jobber dominates the distribution of a large proportion of drapery fabrics.

* * *

The *Department Store* and *Large Specialty Shop* constitute, in the nature of things, the principal retail outlets for draperies aside from decorators' establishments. For the sale of drapery fabrics involves the rendering of a service of styling and often of finishing which only the larger store or the small specialist is in position to give.

These two groups of distributors are directly reachable through the pages of two publications.

1. The *Daily News Record* is the principal paper of the wholesale textile-apparel trade. It is to the job-

THE FAIRCHILD PUBLISHING CO.

8 EAST 13th STREET NEW YORK

DAILY NEWS RECORD

MEN'S WEAR

FAIRCHILD TEXTILE APPAREL ANALYSIS

WOMEN'S

FAIRCHILD'S INTERNATIONAL (PARIS)

RETAILING

STYLE SOURCE

FAIRCHILD

ber what the financial paper is to the broker. You will find it on the desks of 2,752 individuals in the principal wholesale outlets in the drapery and decorative fabric field. The overwhelming preponderance of jobber distribution of such fabrics is in the hands of these firms. Secure their support and you have gained the most important objective in the distribution of drapery fabrics.

2. *Retailing*, the Fairchild weekly newspaper of modern distribution methods, appeals particularly to the department store and specialty shop. Its articles on ensemble selling, particularly in the field of house furnishings and decoration, have given it pronounced leadership in the field of draperies and decorative fabrics. Every week some 23,341 individuals read 5,145 copies of *Retailing* in stores where such fabrics form an important item of merchandise. The manufacturer who wins the approval and support of these individuals has achieved the second of two all-important objects in the distribution of drapery and decorative fabrics.

The Fairchild Market consists of the readers of seven publications, aggregating 124,520 in circulation. These publications, with a collective readership in excess of 400,000, dominate the textile and apparel industry vertically from raw material to retail counter, horizontally from lingerie to linoleum. Their dominance is based upon a vitality of editorial content which commands the close attention of every important factor in the industry. In terms of buying power, the Fairchild Market represents the great bulk of the total present and potential market for the things which America wears or uses for decorating its homes. For every product there is a portion of the Fairchild Market of primary importance. Our Market Research Department is at your service, to tell you in detail how most effectively to reach the distributors of your product by the selection and cultivation of that part of the Fairchild Market which will yield you the biggest returns.

PUBLICATIONS

NEW YORK, N. Y.

WOMEN'S WEAR DAILY

FAIRCHILD TRADE DIRECTORIES

FAIRCHILD BULLETINS (LONDON-PARIS)

MAN and his clothes (LONDON)

The Copy Writer's Eternal Triangle

An Elemental Formula, Which Many an Experienced Ad-Crafter Might Study with Profit, for Getting Prospects to Read Your Entire Message

By Aesop Glim

GOOD copy does not happen—it is constructed. When an advertisement makes people step out and buy, that advertisement is no accident. The man who writes that kind of copy knows his product and his audience and how the one fits the needs of the other.

He realizes that he almost always has two groups of prospects for his product. First, the fans—ready to read anything he may write about the subject. So he proceeds to forget their existence and writes to the second group exclusively. This is the group of people who should be prospects, and later purchasers, but who are still indifferent to the merits of his merchandise. Their very indifference, apathy, inactivity, ignorance or present satisfaction makes him construct his copy in such a way as to force them to realize their need or acquire a desire for what he has to sell.

It is the job of your layout, your main illustration and your headline—as a composite unit—to force a reading of your first paragraph, by those who are your prospects. Then, having got your prospects stopped and into your first paragraph, your copy must have a logical sequence of ideas. The reader must be kept reading, be led along, his interest sustained clear through to your business ending and the R. S. V. P.

Having painted such a rosy picture, do you think for a minute that old Aesop Glim would fail to provide a formula, showing just exactly how to construct such compelling copy? Not by eight or seven picas.

Assuming that you know your product and what it will do for people, which they either do or should want done for them—and that's no small prescription by itself—this business of copy con-

struction boils down to two nice questions. Where do we start? What is a logical sequence of ideas?

* * *

Let us indulge in a little allegory, in order to visualize just what we're up against.

Think of the readers going through the publication, for which we are preparing our advertising, as people paddling about in boats on a stream. You are standing on the bank. Behind you is a mystic Morass of Sales Resistances and somewhere beyond that a still more mystic Point of Sale. Your job is first to induce those who are your prospects to land. Then, to conduct them safely across the Morass to the Point of Sale. Whereupon they buy your goods!

PROSPECTS

In boats on a stream

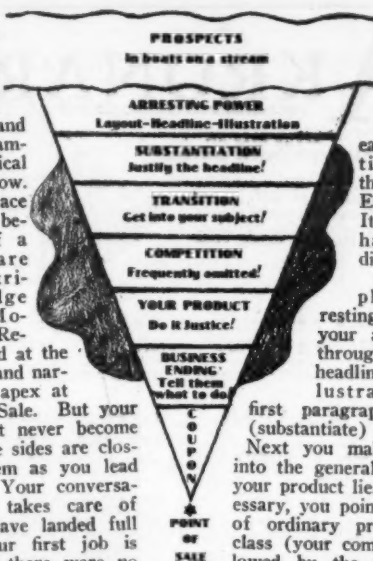


POINT
OF
SALE

You are safe in assuming that they are perfectly happy as they are; that they have no desire for, or knowledge of, your product; that they have no slightest intention of landing and being led to the Point of Sale.

So you proceed to erect a very attractive landing place, baited with banners, brass bands and the lurid streamers of the typical circus side show. This landing place is really the beginning of a bridge you are building; a triangular bridge across the Morass of Sales Resistances, broad at the landing place and narrowing to its apex at the Point of Sale. But your prospects must never become aware that the sides are closing in on them as you lead them along. Your conversational ability takes care of that. They have landed full of hope. Your first job is to prove that there were no false promises in the bait at which they nibbled. Then conversing freely and fluently of such things, you are reminded of a story, which really should have some connection with what you have been talking about. It must in any case lead directly into the subject of beans—if that's your product.

Speaking of beans, you ask your audience if they aren't sick and tired of beans with sand and bits of the vine in them. And whether they have ever tried Old Home Week Beans—which are scientifically cleaned, mixed, baked and packed in a kitchen as clean and spotless as their own. But actually cheaper than fixing them at home. And Mrs. Alden's Institute rates them just 100 per cent—and they really ought to try them. As a matter of fact, and as a special favor, if they'll just give you their names and addresses you know a man who would be delighted to send them a sample can free of all charge and obligation. And please give the name of the grocer with whom they usually deal. And now, this being the



end of the line, they may as well go back to their boating.

Coming back to earth and advertising—what is the copy writer's Eternal Triangle? It's the bridge we have just been discussing.

The landing place is the arresting power you give your advertisement—through your layout, headline and main illustration. In your

first paragraph you justify (substantiate) your headline. Next you make a transition into the general field in which your product lies. Then, if necessary, you point out the faults of ordinary products of that class (your competitors'). Followed by the many desirable facts about your product. Then your business ending—offering a booklet, sample or invitation—telling them what you want them to do about it. Lastly the coupon, if you have a place for that good and valuable form of R. S. V. P.

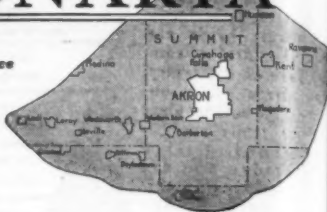
Above is a diagram of the theoretically complete triangle. Theoretically, because almost any plank of the bridge may be omitted, provided the remaining planks are fitted neatly together in the original order. Now let us consider a complete and practical case, calling for the use of all but the seventh plank of the bridge. We will outline an advertisement for Oxheart Brake Lining for automobiles.

Even though every motorist knows that he has brakes, a high percentage do not know that they require brake lining. Very few motorists have ever seen much brake lining. Moreover, if you were to show a motorist samples of three or four of the leading makes, he would hardly see any differences between them and would not know which to select. In other words, your prospect is quite ig-

The AKRONARIA

—The area of
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by the Times-Press, of Akron, Ohio.



ISSUE OF OCTOBER 17, 1929

NO. 19

THE TIMES-PRESS

'NOTHER 'SCRAPER

HERE you see a picture of Akronaria's new 17-story \$3,500,000 hotel.

Financed by prominent citizens and large local companies to satisfy the city's rapidly growing need for such a hotel, it will receive its first guests in 1931.

There will be between 500 and 600 rooms, all with bath. Preliminary plans include a large ballroom seating 300, another banquet hall seating 200, a main dining-room seating 350, a coffee shop seating 250, and 10 private dining rooms of varied size.

How Akron grows! Millions of dollars will be represented at the corners of Main and State Streets, the new hotel site, in the next few years. The \$6,000,000 M. O'Neil Co. Store already stands on the northwest corner. Two years hence will see the towering new hotel diagonally across the street.

The A. Polsky Co. will soon erect a \$4,000,000 department store on

another corner of this intersection. And not far away will be the new million dollar Times-Press building!



National
Park Avenue
San Francisco

'NOTHER RECORD

IF you wish to know why the Times-Press will move into a new million-dollar home next June, read the following item:

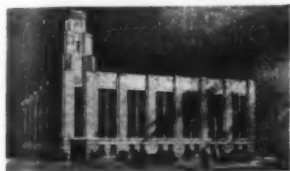
On Thursday, September 12, the Times-Press installed a new deck to its presses, increasing the press capacity to 64 pages.

On Friday, the first day the addi-

tional presses were in operation, the Times-Press issued the largest daily edition it had ever published. Without special advertising of any nature this great newspaper totalled 52 pages.

And then, on Friday, October 11th, the Times-Press broke its own record—56 pages appeared on that day.

And the end is not yet!

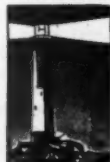


A tangible evidence of sensational growth. Outgrowing its quarters in five short years, the Times-Press will move into this new home about June 1, 1930.

***Akron Is Not in the
Cleveland Market
—It Stands Alone***

AKRON TIMES- PRESS

Akron's best
daily and only
Sunday newspaper



SCRIPPS-HOWARD

National Advertising Department, Scripps-Howard Newspapers, 230 Park Avenue, New York; 919 N. Michigan Avenue, Chicago; Detroit, San Francisco, Dallas, Buffalo, Los Angeles, Atlanta, Philadelphia

norant of his need for your product and there is very little you can show him—in pictures—which would make him prefer your brake lining to that of any other make.

Obviously you can hardly start your advertisement with brake lining as an arresting topic. Since the brake lining is only a part of the brake equipment, your prospect may consider that you are taking in too much territory, if you start with the subject of brakes in general. So we will start one step further back than brakes—with motor accidents.

Your motorist may have no primary interest in brake lining, but he certainly has an interest in accidents. That subject hits him in both the spinal column and the pocketbook. With a little research we gather some vital statistics and dig out some new twists which will be particularly pleasing to our prospects and proceed to construct our advertisement roughly as follows:

1. *Arresting power.* Our illustration pictures a crowded street with pedestrians darting back and forth in front of the motor cars. Our headline reads, "90 per cent of all motor accidents due to careless pedestrians." That interests the motorist. He always knew it was the fool pedestrian's fault and, he's certainly glad to get some proof of his contention. So he tackles the copy. If we can now keep him reading, clear through to the end, we'll sell him a preference for Oxheart Brake Lining. Here goes for our copy:

2. *Substantiation.* "Such are the surprising figures just released by Secretary of State Hugo. Keeping a complete record of 10,000 motor accidents, Secretary Hugo found that in more than 90 per cent of the cases the accident resulted from carelessness on the part of the pedestrian."

3. *Transition.* "But every motorist knows from experience that even when the fault is the pedestrian's, it is apt to be the motorist who is held and who suffers both embarrassment and inconvenience—if not actual financial loss. More than ever before, it is today essential that the motorist have his car

under control at all times. He must be able to stop on the shortest notice. His brakes must respond. One of the factors which can go wrong with your brakes is the brake lining."

4. *Faults of competitors.* "Ordinary brake lining wears down unevenly and is affected by oil and moisture. Such brake lining may grab or slip or fail unexpectedly."

5. *Facts about your product.* "Oxheart Brake Lining wears uniformly, maintaining its braking power until worn wafer-thin. This is because Oxheart is hydraulically compressed—with 40 per cent more material pressed into each foot of brake lining. Moreover, through our own special processes, Oxheart Brake Lining is rendered impervious to oil and water. Oxheart cannot fail, grab or slip unexpectedly."

6. *Business Ending.* "Have your brakes inspected by your garage man at frequent and regular intervals. Know that your car is under your complete control at all times. And when you next have your brakes relined, be sure to specify Oxheart Brake Lining. Meantime, please let us send you our latest book, 'What Every Motorist Should Know About Accident Liability.' Oxheart Brake Lining Company, Sioux City, Pennsylvania."

* * *

Don't fail to tell them—in your Business Ending—what you want them to do about it. If your copy has succeeded, even momentarily, in rousing your prospect from his former indifference, your last paragraph should make the most of that golden moment—by urging the reader to *do something about it*.

Ask and ye shall receive!

H. O. Nadler with McGraw-Hill Press

H. O. Nadler, for the last two years advertising manager of The Casein Manufacturing Company of America, Inc., New York, Casco glue, and of the Dry Milk Company, Inc., both subsidiaries of the Borden Company, has joined the McGraw-Hill Press, the direct-advertising division of the McGraw-Hill Publishing Company. He will act in the capacity of account executive.



Argentina's Medicine Bill

Argentina believes in keeping well, as evidenced by these export figures that spell opportunity for American manufacturers of medical products seeking new markets.

Medical Exports to Argentina

	1925	1926
Proprietary medicines—from all countries	\$4,853,743	\$5,057,300
Proprietary medicines—from U. S. A.	976,014	933,858
Other medicines and drugs—from all countries	1,700,321	2,235,889
Other medicines and drugs—from U. S. A.	389,194	515,165
Total chemical and pharmaceutical products	25,889,154	27,372,388
Drug store equipment and supplies—from all countries	1,318,589	1,377,495
Drug store equipment and supplies—from U. S. A.	204,570	216,808

They have money to spend in Argentina. It is a rich market. And they have a great newspaper which ranks with the world's finest. *La Prensa* serves more people and carries more advertising, including classified, than any other newspaper there. It has many features exclusively its own. It is as much a part of Argentina's national life as the constitution itself. It is the paper to which advertisers instinctively turn for the profitable telling of their story. May we prepare a marketing brief on your own product? No charge or obligation.

LA PRENSA

of Buenos Aires

"South America's Greatest Newspaper"

JOSHUA B. POWERS, INC.

Exclusive Advertising Representative

250 Park Avenue, New York

LONDON

PARIS

BERLIN

BUENOS AIRES

READER



Photo by Berenice Abbott

PARKER MORSE HOOPER EDITOR

Harvard University, B.A. . . . Columbia University Architectural School, B.S. . . .
Associated with the architectural offices of McKim, Mead & White, John Russell
Pope. . . . Extensive study and travel throughout Europe. . . . Member of the
firm of Hooper and Moran, Architects, New York City until 1924. . . . Member
of the American Institute of Architects. . . . Member of the Society of Beaux
Arts Architects. . . . Practiced architecture in New York City for fifteen years.

THE ARCHITECTURE

Affiliated with Heating and Ventilating, Building Age, National Building Catalog,

RESPECT



Photo by Berenice Abbott

KENNETH KINGSLEY STOWELL : ASSOCIATE EDITOR

Dartmouth College, B.S. . . . Harvard University, M. Arch. . . . Associated with the architectural offices of William Lawrence Bottomley, Alexander B. Trowbridge, . . . Sugarman & Berger . . . Joseph Hudnut . . . and others. . . . Extensive study and travel throughout Europe. . . . Member of the firm of Bush-Brown & Stowell, Architects, Atlanta, Ga., until 1927. . . . Member of the American Institute of Architects. . . . Professor of Architecture at Georgia School of Technology.

ECTURAL FORUM

Build Catalog, Building Material Marketing, and Good Furniture and Decoration

C. O. D. Mailing Card Brings 27 Per Cent Inquiry Return

A Company Explains Why It Doesn't Want the Post Office Department to Eliminate the Business Reply Card and Envelope

SWAN-MYERS COMPANY
Indianapolis, Ind.

September 30, 1929.

Editor of PRINTERS' INK:

We are sending you a copy of the letter that we have sent to the Postmaster General and to the two Senators from this State.

May we suggest that every advertising or business man interested in using the business reply cards or envelopes use his influence to maintain the present postal regulations regarding the use of the cards and the envelopes.*

CHARLES S. DOWNS,
Asst. Adv. Mgr.

SWAN-MYERS COMPANY
Indianapolis, Ind.

September 27, 1929.

THE HON. WALTER F. BROWN,
Postmaster General of the
United States,
Washington, D. C.

DEAR SIR:

It is my understanding that, as a part of your Economy Program, you may recommend to Congress the elimination of the business reply card and envelope. May I suggest that, in many cases, this will deprive the Post Office Department of revenues, and will add to the already excessive selling costs of many businesses.

For example:

The attached mailing piece, which utilizes the business reply card, brought Swan-Myers an inquiry return of a trifle better than 27 per cent.

For each 100,000 of these pieces mailed we paid for postage	\$1,500.00
The postage on the 27,000 business reply cards we received back from each 100,000 of the folders mailed cost	540.00

The average postage cost for mailing the samples which these inquiries requested was \$00.0275 cents each, or for 27,000 samples mailed	742.50
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Thus each 100,000 of these pieces mailed finally brought the Post Office a revenue of	\$2,782.50
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In this case our total postage cost per sample distributed is .1034 cents.

Our records show that similar mailings which require the recipients of the advertising to pay the postage on the sample request cards bring an inquiry return that is usually less than 10 per cent.

Assuming that 10 per cent of the cards are returned, however, each 100,000 advertising pieces would bring the Post Office:

Postage on folders.....	\$1,500.00
Postage on return cards @ \$00.02 each	200.00
Postage on samples @ \$00.0275 each	275.00

Total revenue to Post Office. \$1,975.00

Our postage cost per sample distributed in this case would be \$00.1975.

The third alternative—that of sending regular Government postal cards with our mailing pieces—is out of the question with us, since we mail many millions of advertisements every year.

We believe you will agree that the business reply card feature which makes 100,000 folders bring \$2,782.50 to the Post Office, instead of \$1,975.00, and which brings our postage cost, per sample distributed, down from \$00.1975 to \$00.1034, is extremely valuable both to the Post Office Department and to business.

Won't you take this into consideration in making your next recommendation to Congress?

Thank you.

(Signed) R. M. CAIN,
President-General Manager.

*An editorial in the Sept. 19 issue of PRINTERS' INK stated that the C. O. D. mailing privilege is under scrutiny by the Post Office and may be discontinued.

The Times
GAINED 20% or
269,440 lines
of National Advertising
For First 9 Months!

	EVENING	SUNDAY	TOTAL
1929	1,333,388	283,803	1,617,191
1928	1,147,269	200,482	1,347,751
GAIN	186,119	83,321	269,440
	(16.2%)	(41.6%)	(20.0%)

(Media Records Linages)

*The Times Has a Habit of
 Reaching the Buyers!*

THE BUFFALO TIMES
 A Scripps-Howard Newspaper

NATIONAL ADVERTISING
 DEPARTMENT OF
 SCRIPPS-HOWARD
 NEWSPAPERS
 230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
 BUREAU OF CIRCULATIONS
 ... OF THE UNITED PRESS
 and of
 MEDIA RECORDS, INC.

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS
 DETROIT · PHILADELPHIA · BUFFALO · ATLANTA



G GREEN

ON THE PACIFIC COAST
 40% of the U. S. population lives with
 at least 3 automobiles



U. S. AVERAGE



PACIFIC COAST AVERAGE

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A brief for the abolition of book-learning★

★including population statistics

Our kick about population studies by advertising agencies is that they're inhuman. Think of Uncle Roger pottering in his garden. He's nothing but a digit! And that girl in the yellow roadster—added up with 2,781,926 others, divided by 4.5, and bound into a book of statistics!

People are not the same as mere population. There is a Higher Learning, which teaches to distinguish certain kinds of people from other kinds, and to allocate advertising appropriations accordingly.

Look up your own Pacific Coast statistics if you must, noticing the alarming shrinkage in sales of beaver traps and trade-calico since 1875; the 62% urban population; 55% extra income and 65% higher Standard of Living.

A different kind of people live on the Pacific Coast. They are the most active buyers in America. "Willingness to Buy" is just one of those things advertising statisticians can't chart—but it is exactly what makes the Coast a green pasture for cagey advertisers. Six Hearst papers cover it effectively.

PASTURES

HEARST

PACIFIC COAST COVERAGE



1,390,180 CIRCULATION FOR 1,560,000 FAMILIES

MORNING AND SUNDAY

EVENING

SAN FRANCISCO EXAMINER
SEATTLE POST-INTELLIGENCER
LOS ANGELES EXAMINER

SAN FRANCISCO CALL-BULLETIN
OAKLAND POST-ENQUIRER
LOS ANGELES HERALD

In The SOUTH

**SOUTHERN RURALIST now is
FIRST in paid circulation.**

**Crop Estimates for this season in-
dicate a GAIN of A QUARTER
BILLION DOLLARS in value over
last year.**

CIRCULATION GUARANTEE

650,000

100% Net Paid, No Arrears, No Bulk

Rate \$3.50 per line

SOUTHERN RURALIST

Serves Every Interest of the Farm Home

ATLANTA, GEORGIA

National Advertising Representatives:

E. KATZ SPECIAL ADVERTISING AGENCY

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Salesmen Who Run Away from Business

A Sermon on That Old Subject of the Deceiving Appearance of Distant Pastures

By George Biggs

ONE selling experience that came to me several years ago has always been a source of some puzzlement. I frequently trot the story out for the edification of our admiring cubs at times during their novitiate when it seems needful to tell one on myself; but the passage of years that has left it nothing but a good story at my own expense has not diminished the stark wonderment that still persists at the unbelievable dumbness which it discloses.

I was scheduled to work my headquarters town, but late on Sunday evening I received telegraphic instructions to ignore the route sheet temporarily, to go where I thought a carload order might be forthcoming and to bring in such an order as my card of admittance to a special sales meeting to be held on the following Friday and Saturday. This was not only a command from the office but also an agreeable departure from routine, so six o'clock Monday morning found the old Ford and myself careening out across the prairies with a great flapping of fenders, en route for a town sixty miles away where a dealer had made vague inquiry about our carload terms a few weeks previous.

Nine a.m. found me at my destination; so with the smile of greeting plastered on my chubby countenance, with portfolio in one hand and hat in the other, I

zoomed hopefully in to greet the carload prospect. This dealer was a lanky hypochondriac from whose life the brightness had departed many years since and on this particular June morning the discerning eye seemed to note that an even

darker than customary gloom had invaded the secret precincts of his soul.

"Git outa here," was his amiable greeting. "I don't want to see another cussed salesman for a year."

Not totally dismayed, I persisted for a time, finally learning that this was tax-paying day in Kansas, and that it would become his painful duty before nightfall to walk up to the county treasurer's office and lay some \$1,600 on the line. He was not exactly

in a buying mood in other words. Or, possibly the tax-paying story was a mere resistance move on his part which my selling strategy was unable to overcome. Be that as it may, I did not sell him any carload that day.

There was another town about forty-five miles distant where imagination was not too improbably stretched in envisioning a carload order, so Lizzie hit the trail again, high noon finding us once more in the presence of a buyer. This prospect's store of worldly goods was not sufficiently large for him to worry much about his taxes, so that handicap did not exist. The difficult things to be overcome were

THERE are certain problems of sales management which persist in turning up. One has to do with the tendency so many salesmen display of chasing all over the map for orders and overlooking big business that lurks directly under their noses.

In dealing with this problem, sales managers will find it helpful to quote the actual experiences of salesmen who found that by dashing after distant orders they were really doing nothing more than becoming breathless running away from business. Here are some true-to-life anecdotes of that kind.

that he was a hard risk to get by our credit department, that he already had nearly two carloads of a competing product in his warehouse on consignment, and that he did not think very much of our brand anyway. Maybe sales strategy was again deficient—I was constantly admonished in those days that every sale was possible and the real reason for every failure to sell was the salesman's own lack of skill—still three p.m. found a lusty item for mileage on the expense sheet but no carload order to offset it.

And so the week dragged on. The allowable weekly driving limit was passed on Tuesday afternoon but 'Lizzie kept on eating dust. Late Thursday, the pair of us arrived back in headquarters town pretty badly licked. I had interviewed every carload buyer or potential carload buyer in the territory and had covered three weeks' route in four days. Reluctantly I concluded that I would have to show up at the sales meeting next day minus my "admission card."

A Carload at Last

While waiting for the 10:30 train to Kansas City that evening I dropped in on Syd Meyers, one of my local dealers, just to pass the time for an hour or two. As we chatted, one thing led to another and Syd finally asked about our carload terms—did it in an apologetic way as though I were in a position to extend him a favor. I extended him the favor all right—trying to keep my voice from shaking as I did so—and I am happy to relate that was not necessary for me to run the raspberry gauntlet at the meeting the next day.

The fact that a mere fluky chance made me a hero instead of an outcast on that occasion doesn't prove anything. But there is a lot of room to point morals and adorn tales in the way some salesmen continue to go chasing all over the territory in search of business that is waiting right around the corner.

This is a besetting fault—suppressed and controlled by many, of course—with which nearly all sales-

men are afflicted. Far fields are temptingly fertile. There is a greener pasture just over the hill. When we look keenly at any salesman, trying to find out what makes him tick, we discern in him a trace of the wanderlust, a loose foot and a far-away look in the eye. And in all truth it is right that there should be, in a good salesman, a sort of scorn of limitations and a sense of vastness in his conceptions that thinks of difficulties as something to be surmounted, of space as something to be spanned, of distances as something to be leaped over. This last is a weakness as well as a strength, and some of us become all too facile in our leaping.

I remember one case a few years ago when I was in the employ of one of the large tire companies. We had a dullish looking lad named Milt Koenig on a territory next to mine who was a plodder of the first water. He made a very good record and eventually was made manager of one of our smaller branches. Milt was a bit too muddled to make much of a manager, but he devised one trick, which, while it did not endeavor him to some of the prima donnas on the sales force, at least cut down the weekly toll for auto mileage. Milt would take a string of eight or ten towns along the highway which one of his high steppers had made in a single day or less. Following up the salesman a week later he would go into the same towns, spending possibly a full week, and solicit business. Then he would catch up with the salesman, take him up to a hotel room and lay the exhibits on the board.

In one case Milt told me he worked nine towns in six days, sold over 200 casings and a goodly number of tubes, and that his expense for the week totalled \$37.50. The salesman just ahead of him had worked six days, touched twenty-six towns, sold thirty-five casings and possibly the same number of tubes. His expense account was just under \$80. As I said, the boys didn't like it very well and I am not at all sure that Milt's procedure was good sales management, but it left them very little room

BUYING SUPREMACY IN ARGENTINA

LA NACION of Buenos Aires receives preference above all other newspapers in Argentina because of its particular reader appeal. The proof of this cannot be better demonstrated than by the following lineage figures for the first six months of this year, in the three most important classifications of display advertising:

BUYING POWER	LA NACION	Next Paper
Automobiles	286,856 lines	185,384 lines
SPENDING POWER		
Theatres	25,324 "	2,896 "
CULTURE		
Books	28,884 "	7,740 "

This gives **LA NACION** a leadership of 145,044 lines in the three classifications. Equally significant is the display lineage leadership (based on results) in other classifications. To the advertising agent and his client, desirous of making American products known in Argentina, **LA NACION** is indispensable. Ask for rates and sample copy.

Editorial and General Offices
in the United States:

W. W. Davies

Correspondent and General
Representative
383 Madison Avenue
New York

United States Advertising
Representatives:

S. S. Koppe & Co., Inc.

Times Building
New York
Telephone: Bryant 6900

LA NACION

of Buenos Aires

Extraordinary Pulling Power—Superior Coverage—Prestige

ADVERTISING "THUMBS

Not once in ten thousand years will the thumbs of two people be identical. Look at your own two thumbs. They are shaped alike, they are the same length, breadth and thickness—both are YOU. Yet they are as different as if they belonged to another person.

The Boston market is just like that. It is like no other market in the country, for the people of Boston are divided into two separate and distinct groups, each differing from the other just as two thumbs differ—yet they are Boston.

Fourth in size, the Boston trading area is rich and prosperous, a wonderfully fine market for advertisers. In no other city in America, except New York, is the population per square mile so densely concentrated. Nearly two millions are within fifteen miles of the center of the city, while another million is within an hour's ride.

To reach this great army of buyers by advertising, it must be remembered that there are TWO markets to cover—not merely one. The division has been developing for more than a century. It is a separation resulting from differences in sentiment, in tradition, heredity and environment. The Boston newspapers have long since recognized the situation and have conformed to the dual grouping.

BOSTON



BOSTON HERALD

TING SAYS MS UP"

OOON



The Herald-Traveler is the newspaper that enjoys the confidence of one of these groups—the group which advertisers have found, year in and year out, the more responsive to advertising and which buys more frequently and in larger measure. The second group expresses no particular newspaper preference and so shares its favors among the other three dailies.

Figures compiled by Media Records, Inc., bear out the Herald-Traveler's claim to advertising leadership in Boston. For 1928 the Herald-Traveler carried the largest total of advertising lineage of any Boston newspaper. During the present year this leadership is being maintained and increased. Such preference by advertisers indicates the market of greater profit to advertisers.

To cover one Boston market, and that means both groups, one newspaper should be used to cover each. The Herald-Traveler will take care of the group of greater importance. One of the other three papers can be used to reach the bulk of the other group.

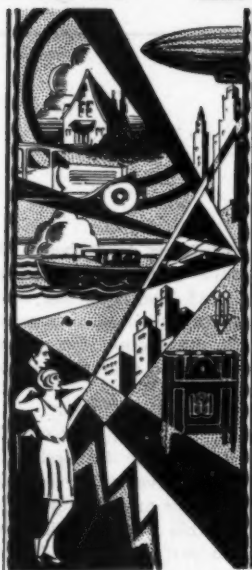
Advertising Representative:
GEORGE A. McDEVITT CO.
250 Park Ave., New York, N. Y.
914 Peoples Gas Building
Chicago, Ill.

For seven years the Herald-Traveler has been first in National advertising, including all financial, automobile and publication advertising among Boston daily papers.

RLD - TRAVELER

Worcester, Massachusetts

THE AGE OF DESIRE



In this age of desire, with new inventions and new labor-saving devices, Worcester has proven responsive to new buying suggestions. The fact that an unusually high percentage of Worcester's people are in the active buying range—under 50 years of age—accounts for advertisers finding Worcester a fertile market for the development of sales. 67.08% of the heads of the 93,400 families in Worcester and the 18-mile radius are under 50 years of age. 62,652 family heads alert and responsive to advertisers' appeal.

Thorough and effective cultivation is offered in this market at low cost. The Worcester Telegram and The Evening Gazette, with a broad coverage of all classes of families as well as high reader acceptance, gives advertisers unusual

results. Of the family heads under 50 years of age, 61.73% read The Telegram-Gazette.

The Telegram-Gazette gives a total home effective coverage of 85.33% of the families within Worcester's 18-mile radius who read a Worcester daily newspaper.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block, Inc., National Representative

New York

Boston

Chicago

Detroit

Philadelphia

San Francisco

for argument. Usually after this dose, which Milt dealt out impartially to most of his six men, expense accounts would come down even if sales did not go up.

Milt was one of the lay figures in a little drama which provided all the necessary elements for a first-class attempt to inject real romance into business—heart interest 'n' everything. One of Milt's boys, Tom MacIntyre, was a leather skinned wanderer who found self-expression for a score of years in a wide flung territory extending roughly from North Platte to Rawlins. The sand hills and the great open spaces appealed to something fundamental in Tom's make-up so he ranged far and wide, broke sales records for volume and did even funnier things to the high-cost sales comparison sheets.

An Expense Account That Was Framed

Finally Tom ran into the big blizzard of March, 1920, and was tied up for six days in Scottsbluff. He had worked the town the previous week, but lacking something to do, went down to the fire station and sold the chief some rubber for the hose and ladder wagon. Then he got one of his dealers and made a canvass of the entire business district selling tires for delivery trucks. The volume of business uncovered was so good that after five days of this kind of effort, he was able to leave town with a carload order. When his expense account reached the Hastings office, Milt had to wire him for confirmation of the total. It was too small to be regular. Eventually Milt had it framed and hung in his private office.

There was a lot of bad weather that spring and hard luck found Tom again sojourning in Scottsbluff when the April blizzard struck with unbelievable fury. That was the one all the old timers refer to when they tell about "the big storm." Railroads were tied up for a week, wires were down and the radio was not yet invented. Details are lacking, also there is an element of the Apochryphal in

anything Tom tells, but by some legerdemain he emerged with another carload order when the snow blockade was relieved. His expense account for the week totaled \$29.85.

The heart interest in the story concerns Tom and his dealer's stenographer. He had never stopped in one place long enough to acquire any permanent domestic ties, but being imprisoned for two weeks in one place was different again. He must have got in some intensive selling work, behind his snow barrier, for the carload order came in accompanied by a request for a week off for a honeymoon trip to Texas.

George Quisenberry has an interesting story of his seven years in the territory with a nationally advertised line of food products. He won all the prize money the first year and the firm retaliated by cutting his territory in half. George again ran away with the gravy the second year and got another cut. So it went for three years, at which time he was made head salesman.

Profiting by what he had learned on the subject of intensive work, George followed the regular habit of breaking in new men by making them go back to dealers to whom they had sold good-sized orders, criticizing them for not having secured enough. He would instruct the salesman, in such a case, to go back and offer to trim a window, then to ask for permission to go out with the delivery truck for a day's work introducing his brand to housewives. In every case, George solemnly avers, the salesman came out with greatly increased orders accompanied by enhanced dealer good-will.

Getting down to more recent history reminds me of the case of Jim White. I was branch manager for a firm selling washing machines and other electrical appliances and Jim worked a territory down in Arkansas. I think most of my gray hairs are attributable to the nights I spent checking Jim's expense accounts, trying to reconcile them with the actual mileage involved in each case. He

was invariably right in his figures but he had a wearying habit of turning in the maximum railway fare that might have been spent if he found it necessary to take the longest way 'round.

One week I was in a particularly evil humor with Jim due to my inability to understand why he had to jump from Blytheville to Jonesboro via Memphis. I eventually located him in Texarkana and asked him how come. He had some sort of an explanation, but after hanging up I decided it was time to make Jim realize that he was in the army now and sent him a 104-word telegram ordering him back to Jonesboro on his own expense. I don't remember the wire but some of my ill nature must have communicated itself to Jim in terms that made him think I meant it. I criticized him for having left Jonesboro, where we had no representation, without having closed with some dealer. My instructions were to go back there, stay there, send in no reports and expect no reports from the office until he had a dealer properly established with a representative stock.

Two blissful days passed with no worries from Jim and then I got a wire: "Sold carload washing machines in Jonesboro stop wire when and where I can get expense check."

I wired back: "You are fired stop will re-employ you if you proceed your own expense to Blytheville and repeat."

It would be a pleasure if I could report that Jim got another carload order in Blytheville but I can't. At that his order was good enough for me to wire him that he still had a chance to get back on the payroll if he could repeat at Paragould. He closed a nice contract for us there, too, and then I put him back on a flat expense allowance of \$40 weekly with instructions to spend the next three weeks in these three towns helping his dealers to sell out their stock so they could re-order. The towns were not more than fifty miles apart in a rough triangle and I kept Jim hopping from one to another for a month. His sales

for that period were just slightly above his average for the past ten months and his selling cost was very much reduced. The treatment was too effective in this case, however, for Jim quit his job about a month later and went into business for himself in Paragould.

Maybe it's wrong to curb them. Maybe there is a fine artistic flair to the work of the really skilled salesman that renders it unwise to restrict him to the sordid and wholly materialistic limits of a cost sheet. But it certainly remains true that many salesmen spend as much time and money running away from business as they do in the actual pursuit of it.

The stress of our present competitive battle will surely come soon to the point where some of our wasteful methods of soliciting sales must give way to a less spectacular but more purposeful procedure. Industry has accomplished the impossible in the elimination of waste from its processes of production, but we have taken only the first steps in the application of the same principles to our methods of distribution. If some Frederick Taylor of the sales force could but turn his genius to the exploration of this field, savings might be recorded which, translated into profits, would form the basis for a revolution comparable with that which has taken place in the last quarter-century of our industrial history.

New Accounts to Addison Vars

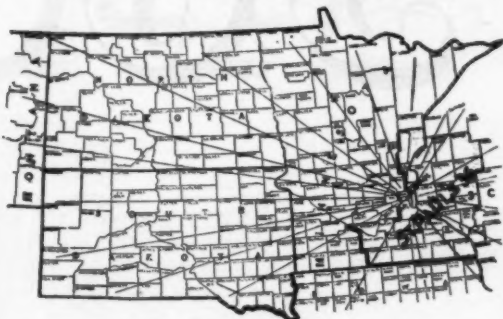
The McKinnon-Columbus Chain Company, Ltd., St. Catharines, Ont., has appointed Addison Vars, Inc., advertising agency, to direct its advertising account. The account will be handled by the Buffalo office of that agency. Business papers in Canada will be used.

The Adapto Shoe Company, Inc., New York, has also placed its advertising account with the Addison Vars agency. This account will be handled by the New York office. Newspapers and magazines will be used.

E. L. Masters to Manage Stanley Film Sales

Edward L. Masters, formerly with Lord & Thomas and Logan, Inc., has been appointed executive sales manager of the Stanley Film Advertising Company, New York, producer of sound and silent films for advertisers.

OVER *One Million* People LIVE IN ST. PAUL'S 36!



—Over One Million People to Buy Your Products!

Present your sales message to St. Paul's 36—such a market is worthy of sales effort from every advertiser.

Dispatch-Pioneer Press circulation is concentrated in the great Northwest. St. Paul's 36 is an area of 36 Minnesota and Wisconsin counties in the heart of the Northwest which is covered **ONLY** by the Dispatch-Pioneer Press—no other Twin City paper covers it.

To bid for the rich pocketbook of the more than one million people in St. Paul's 36—advertisers **MUST** present their sales messages through these papers.

Circulation of Twin City Papers in St. Paul's 36

Dispatch-Pioneer Press	137,000 Daily	84,000 Sunday
Minneapolis Paper	14,000	22,000
Minneapolis Paper	13,000	27,000

St. Paul Dispatch - Pioneer Press

O'MARA AND ORMSBEE, Inc.

General Advertising Representatives

Los Angeles, San Francisco, New York, Chicago, Detroit

566



THE KANSAS CITY

New York Office
15 E. 40th St.

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A large, stylized number '142' is the central focus. To its left is a tall, detailed stack of newspapers. Below the number and the stack is a horizontal line of vertical hatching, and below that, a few scattered newspaper pages are shown.

142

New High Mark in Daily Circulation of The Kansas City Star

In September the average daily net paid circulation of The Kansas City Star was 283,981 evening, 282,161 morning and 303,088 Sunday.

The daily circulation, morning and evening combined, averaged 566,142 copies each day, a new all-time record for The Star. The daily gain over September, 1929, was 69,082 copies, a new record in gains.

In September The Kansas City Star printed 2,827,395 lines of paid advertising, a gain of 359,114 lines over September of last year.

KANSAS CITY STAR.

Chicago Office
1418 Century Bldg.

More Than **17,000 INVESTORS**

pay 10c every day for
this financial newspaper



Have your advertisement appear
next to reading matter... in the
most humanly written, up-to-
the-minute financial paper.

NEW YORK DAILY

INVESTMENT NEWS

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A New Title and a New Job— The Distribution Director

Transcendence of Distribution Forecasts New Organization Set-up with
Sales and Advertising Managers as Assistants

By Lee H. Bristol

Vice-President, Bristol-Myers Company

THERE is room in modern organizations for a new title today.

I hold no brief for the exact wording of the title as such, but I believe the connotation is vitally important. For the purposes of this thesis I am giving it the name of Distribution Director. That at least can be the ground upon which the idea can find foothold for expansion and growth. To me, it seems inevitable that all important businesses in the country will follow the lead of some of our more progressive ones, which have already done so, and provide a title of dignity, responsibility and executive authority to one person whose sole concern is the broad subject of distribution and its many phases.

If we head in with a title then we begin to describe how his jurisdiction may be effectively applied. In any conception of the job, the scope of the work actually transcends that of the present sales manager and present advertising manager. He is the new focal point where advertising and sales policies meet and are adequately blended.

I have no intention of submitting this suggestion as a "belly-acher's" plea to attach more importance to the advertising manager's job. There are plenty of important concerns in this country where selling activity and the operation of a sales department far outweigh in importance the activity of the advertising department, and by the same token the reverse can be equally true. The point I hold to, however, is that both ele-

ments must be more properly coordinated and with less friction than in the past, and if business is to proceed in developing an orderly program for distribution development, then there must be a union and harmony in organization line-up as well as in actual activity of the personnel involved.

We start with a title because that describes a job and the job of distribution is broader and bigger than any one of its component parts. As I see it, the new distribution director is an executive commanding the authority and responsibility that such a job should possess. He is an executive in every sense of the word. He is capable of presenting any distribution plan adequately to the president or the board of directors of the company. He is fully posted on the profit plans of the company. He is acquainted with all the intimate figures which of necessity must be revealed to certain ones who are building plans for a budget and an objective for sales effort.

The Distribution Manager's Assistants

He has under his jurisdiction a man bearing the title of sales manager, or assistant distribution director in charge of sales. The latter, you will see, would function largely as any present sales manager or assistant sales manager functions at present. But this new director of distribution also has directly under his jurisdiction an advertising manager, or assistant distribution director, in charge of advertising. In describing this new organization set-up, while it appears to be specific in form, kindly bear in mind that it should be applied and considered with a flexibility

From a speech delivered on October 14 before the convention of the Association of National Advertisers at Swampscott, Mass.

that would lend itself not necessarily to an identical personnel as described here, but should be flexible enough to be adapted in every instance to the local conditions and personnel involved in any existing organization.

On all policy matters relating to distribution the new distribution director sits in, often in the presence of his assistant in charge of selling and his assistant in charge of advertising, and maintains a balance to distribution programs that should represent the best solution for the objectives to be obtained. He is importantly concerned with selling and he is also importantly concerned with the advertising phase of selling.

He must be intelligent enough to understand, to originate, to appraise and to execute sales policies. By the same token, he must be equally efficient in understanding the significance of advertising effort and advertising technique, to say nothing of a fair conception of mediums in all their varieties.

Pleasing the Big Chief

How often, alas, have window displays been selected in a final review before the president or general manager of the firm because the "Big Chief" likes the picture of one in contrast to others, without technical regard for its sales effectiveness; or how often has radio as an advertising medium been sold or turned down because the chief executive of the firm owned a radio and was a radio enthusiast or did not have a radio and was prejudiced; or how often have individual magazines selected for a list received a sharp rejection at chief executive headquarters because of untutored prejudices in the final analysis! How much waste of selling there is for publications—yes, and for agencies, too—in their duplication of work both in their effort to contact both the advertising manager and often someone higher up who really has the final say.

And how little understanding and how little appreciation there is practiced in the budgets determined by the officials, for the various ele-

ments of distribution costs. Does this not sound an interesting invitation to each one of us? Do we not here in this room face an interesting test? The first test, if this distribution director idea is sound, is whether or not we can sell its importance to our executive headquarters and then, secondly, whether or not we can qualify ourselves to become candidates for the new title and the new job.

One of the fascinating things about business is the element of constant development and change that is going on. One of the important perpetual studies for any executive is to think of things and examine them in terms of trend. One of the fascinating elements in an advertising manager's job at present is the variety and liveness of it all. How frightful it would be for any of us to discover ourselves chained by the shackles of monotony, of routine, and not sufficiently flexible-minded to be thinking ahead of our work and our jobs to something bigger and broader, more basic and more important.

That, to me, is the stimulating idea underlying the presentation to you. I believe firmly that the trend is under way; that increasing importance will be attached to distribution in its broader concept. And I believe it behooves each one of us to arouse ourselves to be alive to the situation. The progress of development, of necessity, will be gradual, but if the idea is sound it will ultimately prevail. Those of us who gear ourselves a few steps ahead of our present jobs may live to see (and sooner perhaps than we dare hope to suggest) the changes which we are anticipating.

Why should I be more concerned with the fact that a magazine has had an addition of 100,000 or 200,000 to its circulation within the last three months, than with the fact that retail outlets are undergoing the most complete silent revolution that this business decade has yet disclosed? Who can afford to be less concerned with chain-store development, with instalment buying and its significance, and with new

The Greatest U. S. Market Covered by One Newspaper

By R. F. R. HUNTSMAN

"I think I know all about the Bronx *Home News*," said an important advertiser to me the other day, "but I'll be glad to learn anything new you can tell me."

Following are some of the things he did not know:

(Do you know these facts which every advertiser should know?)

The Bronx is big—a million people.

It has ONE newspaper, the Bronx *Home News*, published daily and Sunday.

There are in the Bronx more than 27,000 houses of one- and two-family type; 10,000 modern apartments, housing from 3 to 300 families; 4,700 tenements; 2,250 industrial plants with 40,000 employees whose payroll exceeds \$65,000,000.

Bronx merchants did a gross business in 1928 exceeding \$780,000,000.

Here are 34 banking institutions, with 108 individual branches and offices.

The membership of the Bronx Chamber of Commerce exceeds 7,000.

With 4,420 acres of park lands, the Bronx has the greatest park and "Zoo" in the country.

Bronx automobile registration for 1928 shows a grand total of 81,775; and in this territory are 135 automobile show-rooms and approximately 600 public garages.

Following are the retail trade outlets in the Bronx

showing the immensity of this market:

Department Stores 25; Furniture Stores 160; Independent Groceries 790; Chain Store Groceries 240; Men's Clothing 209; Women's Clothing 340; Drug Stores 763; Independent Meat Stores 1,104; Chain Store Butchers 51; Independent Shoe Stores 265; Chain Shoe Stores 70; Dry Goods and Notions 260; Hardware Stores 223; Jewelers 180.

In the Bronx 55.8 per cent of the families are in the \$3,000 to \$4,000 annual expenditure group, as compared to 19 per cent for Manhattan, 34.5 per cent for Brooklyn, and 19.6 per cent for Queens. In Bronx County 18.5 per cent of the families are in districts averaging more than \$4,000 annual expenditure.

There is no district in the Bronx where annual family average expenditure is less than \$2,000. In many districts the family average yearly expenditure is \$7,500 or more.

Now about the newspaper which alone completely covers this great territory seven days a week, year in and year out. This market where one newspaper reaches practically every home in what may be termed the 6th city in the United States in size.

The Bronx *Home News* with a force of 753 carriers operates 40 branch stations and a fleet of 45 delivery trucks.

(Continued on page 120)

(Continued from page 119)

The Editorial and Reporter force exceeds 100 persons.

Two large Hoe presses print and deliver over 150,000 copies of this newspaper in less than 2½ hours.

The Composing Room operates on a 24-hour schedule with 34 linotype and other typesetting machines.

The *Bronx Home News* stands 5th in 1928 lineage record of Greater New York evening newspapers.

In Furniture advertising lineage for 1928, it is exceeded by but one newspaper, the "Evening Journal." (Any newspaper which can sell furniture in quantity must be a good newspaper.)

In Department Store advertising lineage for 1928 of Greater New York evening newspapers, the *Bronx Home News* stands 5th. The local advertising from Bronx Department Stores, which use practically no other newspaper, places the *Bronx Home News* in this important relative position.

To cover a million people with one newspaper, which newspaper is known to be read in practically every Bronx home because it is delivered by carrier directly into the home, is an achievement accomplished in Greater New York only by the *Bronx Home News*.

R. G. R. Hunniman, Inc.

Woolworth Tower, N. Y.

Tel: Fitz Roy 0840

National Representative
"The Home News"

vehicles for distribution and advertising available, than with the fact that some lithographer has installed die-cutting equipment in his new factory? Or isn't it vitally more significant to observe that manufacturers' co-operative advertising has proved a failure with Liggett's stores and is being discontinued as a policy, than to be harassed by doubts as to whether a certain monthly really goes to a gum-chewer's market and is read only by stenographers?

I don't mean to minimize the other side of this unbalanced equation, but I do want to attach importance to the broader side. Style trends, vogue, changes are omnipresent, and if we would measure bigger than our present jobs it is up to us to translate such significant facts into applicable decisions relating to policies rather than be immersed in a helpless mass of details that permit our heads to rise no farther above the sea of advertising pettiness than the cost of printing or the possible delay in the delivery date on a piece of production.

Case-Shepherd-Mann to Publish Sanitation Monthly

Municipal Sanitation is the name of a new publication which will be issued monthly, beginning January 1, by the Case-Shepherd-Mann Publishing Corporation, New York, publisher of *Water Works Engineering*, *Fire Engineering* and *Electricity on the Farm*. The new publication will cover the problems of city engineers, city health officials, etc.

Abel Wolman, engineer of the Maryland State Board of Health, has been appointed editor of *Municipal Sanitation*.

P. P. Fodrea, Advertising Manager, National Baking

Penn P. Fodrea, formerly advertising manager of the Iten Biscuit Company, Omaha, Neb., has been appointed advertising manager of the National Baking Company, Omaha, and of the Omaha Flour Mills Company, which is controlled by the National Baking Company. His headquarters will be at Omaha.

Appoints M. Spivak Agency

Wager & Hirsch, Inc., New York silk manufacturer, has appointed the M. Spivak Advertising Agency, of that city, to direct its advertising account. Newton's Prints will be featured in an advertising campaign which will start soon.

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PUT THE BANKER IN YOUR PICTURE



In Saginaw, Mich.

Some of the companies in which the American Bankers Association Journal subscribers exercise a decisive influence:

National Washboard Co.
Consolidated Coal Co.
Huron Timber Co.
Nex Perce Lumber Co.
Saginaw Transit Co.
Valley Cornice & Slate Co.
Huron Portland Cement Co.
Dittmar & Rath's Oil Co.

THINK over the Bankers you know—the Bankers you have met in business. How often have they made purchases possible—purchases of machinery, building material, advertising space, anything necessary to business today. They can be educated to a belief in your product through the pages of the American Bankers Association Journal.

Is Your List Made Up?

Whether it is or not does not make a great deal of difference when it comes to consideration of the Journal, for despite the importance of this Banker audience the advertising rate involves only a moderate sized appropriation. Let us tell you about it.

• • •

Alden B. Baxter,
110 East 42nd St.,
New York, N. Y.
Charles H. Ravell,
332 South La Salle St.,
Chicago, Ill.
Cupit & Birch,
Kohl Building,
San Francisco, Cal.
846 So. Broadway,
Los Angeles, Cal.

AMERICAN BANKERS Association JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

Suppose these things happen

SUPPOSE publishers refused to accept large space advertisements because to run them would be "unfair" to smaller advertisers —

Suppose there were no publications with national coverage; no accurate circulation figures, and space sold through three and four middlemen, whose commissions absorbed as much as three-fourths of every advertising dollar —

Suppose rates for space were subject to a string of discounts, ranging from 10% to 80%, ac-

cording to the skill and importance of the negotiator—

Suppose advertising agencies were not available, or that the only advertising prepared was sold by length and breadth like so much cloth—

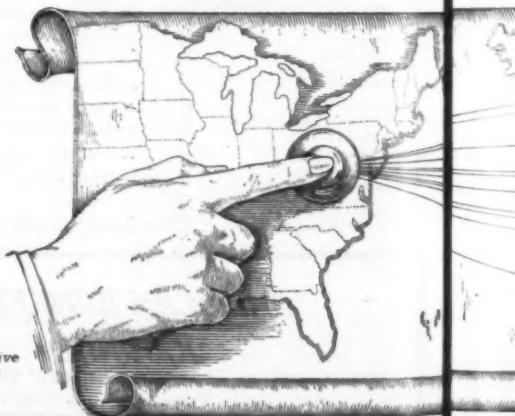
Suppose you were confronted with all these problems which actually did confront the Milan office when it opened in 1925—could you still make advertising effective?

ERWIN, WASEY and

Offices:

CHICAGO
NEW YORK
SAN FRANCISCO
LOS ANGELES
SEATTLE
LONDON
BERLIN
PARIS
STOCKHOLM
BRUSSELS
ROTTERDAM
HELSINGFORS
MILAN
COPENHAGEN
ZURICH
BARCELONA

American representative
of European offices:
Graybar Building
New York City



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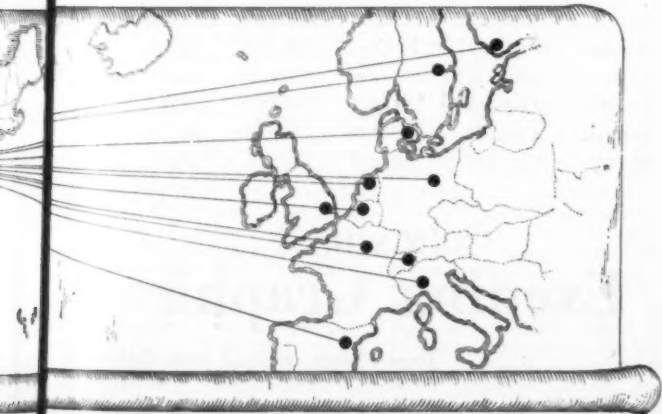
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service agency has existed
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Company, Ltd. Our opera-
ons there have been presided
ver by an Italian nobleman.
le formerly piloted some of
the foremost Italian publica-
ons to their present positions.
le knows publishers and the
ublishers' view point as prob-
ly no other man in the coun-
y. Mussolini appointed him
aly's official delegate to the
erlin Convention. His efforts
o form an Italian national ad-

vertising association have the
personal approval of the Duce.

Working with him is an
80% native staff and an Amer-
ican director, many years resi-
dent in Italy, whose twenty
years of American advertis-
ing experience ensured a cor-
rect interpretation of Ameri-
can principles.

Four years have brought a
vast improvement, and in Italy
Erwin, Wasey & Company,
Ltd., is delivering to American
and native advertisers the same
fine service which is rendered in
ten other countries of Europe.

Erwin and COMPANY, Ltd.



To advertisers who draw their own conclusions...

New York Evening Newspaper Circulation*

	Six Months Sept. 30th, 1929	Six Months Sept. 30th, 1928	Circulation GAIN	Circulation LOSS
Journal....	628,178	635,401		7,223
Graphic .	325,662	295,645	30,017	
Sun.....	303,997	285,464	18,533	
E. World..	294,994	292,392	2,602	
Telegram..	219,364	235,578		16,214
Post	107,678	89,265	18,413	

.... as many already have!

New York Evening Newspaper Advertising Lineage

	Jan. to Oct., 1929	Jan. to Oct., 1928	Gain	% of Gain
Sun	13,028,599	11,608,328	1,420,271	12.0%
Graphic .	2,792,042	2,110,284	681,758	32.3%
Post	4,480,233	3,914,240	565,993	14.4%
Journal ...	10,150,669	9,728,821	421,848	4.3%
Telegram .	4,412,398	4,200,915	211,483	5.0%
World	7,201,346	7,004,061	197,285	2.8%

NEW YORK Evening Graphic

*These Figures reprinted from Publishers' Statement to U. S. Gov't, Oct. 1st, 1929

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Is the Autocracy of Fashion Becoming a Democracy?

Women Aren't Taking Orders from Paris on What They Shall Wear as Seriously as They Once Did

By H. James Gediman

THAT shrewd economist, Professor T. N. Carver, is wont to tell his classes at Harvard that the most significant difference between a democracy and an autocracy is the former's possession of that quality which he calls "sensitivity."

Which means, in essence, that the "nervous system" of an autocracy is largely one of effector nerves, while that of a democracy is an integration of receptor and effector nerves. A democracy is equipped both for acting upon its constituents and for being acted upon by them; an autocracy only for acting upon its subjects.

The present economic capacity and style alertness of the typical metropolitan department store customer has shifted merchandising emphasis upon the receptor part of the retail store's nervous system.

With the metamorphosis of the consumer has come a parallel readjustment of the traditional department store point of view.

Typically, style purchases of department store buyers were based upon what a certain elite group was wearing at the start or in advance of the season. This group was not at all representative of the cross-section market to which the department store had eventually to sell its goods.

Nevertheless, what was seen at Palm Beach, on the college campus, at the opening night and at the corresponding gathering-places in foreign style centers became the specifications upon which the buyer proceeded to make his purchases,

and these purchases were in turn "promoted," "exploited" and advertised "at" the retail public.

That procedure is by no means abandoned, nor is it basically without its emphatic usefulness. It is still one of the most fundamental

processes of the retail buying and selling set-up. Yet, so far as the great majority of the department store's ultimate market was and is concerned, such a foisting of Society's predilections in dress upon society is essentially an autocratic procedure. It offends the principle that the final result of what a general retail market should

IT is not likely that men or women will ever free themselves from the dominance of fashion. Still it is becoming evident that fashions will hereafter be more democratic and come nearer being the expression of popular taste than they have been in the past. Women do not worship Paris as they did; nor do they blindly follow the lead of so-called society leaders. Fashion, so it appears, is becoming a democracy.

be able to get should represent what the people comprising that general market want and not what only a tiny portion of them want.

In his book, "Economics of Fashion," Dr. Paul H. Nystrom notices that:

"The usual reports of what is worn by social notables do not seem to be as valuable now as they formerly were as a means of predicting fashions. The masses apparently do not imitate individual notables to the extent that they formerly did. Today fashion appears to be more of a social and popular movement in which the imitation is largely of types and ideals rather than of persons. What the notables wear apparently means less and less to the masses of intelligent fashion-conscious women, unless these same women are themselves appareled in the current fashions of the day."

Furthermore, the traditional pro-

cedure takes too little account of geographical and sectional differences. To use an extreme example, I venture the guess that the sun-tan fad which created such a stir last season was more popular, or, at least, had a decidedly greater element of novelty among Northern cities than down South, where there always have been a sizable number of people with sun-tan or even deeper complexions.

It would seem the most elementary kind of common sense to devote at least as much attention to attempting to forecast the reception of a style by the typical consumer as to the forecasting of the style itself.

Department stores, of course, have always given some consideration to the probable reception of a style by their actual market, but never has the emphasis upon this phase of their interests even approached the concentration on the other.

That is—never until now, unless I am very much mistaken.

Now we are beginning to see the department store's adaptation to the newly educated market. Through magazines, newspapers, radio, movies and through every other similar agency, today's typical woman is undergoing a most intensive course in style and the knowledge of materials. This new knowledge gives her an independence of judgment altogether more emphatic than most department stores have hitherto encountered. She follows the styles, to be sure, but she follows them in a manner that leaves ample scope for the expression of her individuality.

Recognitions of the public's in-

terest in style are evident in the increasing number of newspapers that are allotting larger and more expensive space to fashion features; women's magazines also devote more space to fashions every year.

Those who are familiar with the stages of learning know that as the student becomes better and better informed she becomes more and more inquiring and less and less


docile. Women have been through three or four years of style education (with magazines and newspapers as text-books) and now many of them are clamoring for admission to the seminar course in which they may join the discussion.

By all means, let them in! That's what the more alert stores are doing. In Boston, Filene's has, to a greater degree than most stores, made itself the representative of its people, not merely their dictator. Filene's has developed a system of receptor nerves. As a re-

sult, while it was as active as any other store in promoting the sun-tan idea last season, it was better prepared to gauge the reception of the fad. As another result, the passing of the vogue found this store without the overplus of sun-tan stock with which most stores who followed the "hot tip from the Riviera" are still confronted.

A most striking illustration of the manner in which the same store sensitizes itself to what the market is likely to do about an impending style surge was its recent advertisement titled, "Skirts will be longer—but how much?"

The advertisement is reproduced here. In many respects it is among



Filene's

SKIRTS will be LONGER—
but how much?

PARIS has been shouting "Longer skirts, longer skirts" for several seasons now. But while Filene's knows its customers are in Paris, it does not believe Paris knows.

As early as 17 months ago we told our customers what Paris forecast and asked them: "What was the average in your city the long skirt?" Last Fall we asked our customers to vote on longer skirts and averaged them "14" rather than Paris' "16."

But now, longer skirts seem definitely secured. What? Because the higher civilization makes something less a longer skirt undesirable. Filene's knows for years have been a vote for longer skirts for several months and evening dresses seem to have lengthened right after night.

How exactly do Paris critics know how long the skirt "long skirt" the fashion experts are in Paris, called in July 11. "The new silhouette will be high waisted and long (skirted)." The July 11. "There are no longer critics longer here in Paris" and on August 11. "Longer skirts longer all the way around."

Finally, we don't think skirts will be more six to eight inches longer in Boston for some time. But we do think every smart woman will want to lengthen her skirts at least one inch. The new silhouette doesn't say anything more but as a specially prepared study that brings the dress as close as we can follow the lines. Evening dresses are of course much longer.

Every Fall store at Filene's is measured by our Bureau of Standards for length. Some of our evening dresses and the general. And you will see our lines, though you may not even see our lines, the constantly long afternoon dresses that Filene's has just brought. All of which we are doing to help you answer for yourself the question.

—how much longer
will your skirts be?

WILLIAM FILENE'S SONS COMPANY

This, the Author Believes, Is a Most Significant Department Store Advertisement

In the Better Homes of the Bigger Towns



Rockne and Cagle

In September, Knute K. Rockne, famous coach of Notre Dame, wrote for **BOYS' LIFE** on Football. In October, Christian A. Cagle, Captain of the Army Team for 1929, is a contributor. With such outstanding authorities writing for **BOYS' LIFE**, it is but natural that the magazine appeals.

—BOYS' LIFE—

BOYS' LIFE is published to interest active out-of-door boys, and is edited by men whose lives are devoted to the Boy Scouts of America—who know what appeals and what does not appeal to the boy. The circulation growth is proof of success.

BOYS' LIFE backed by an organization of 650,000 boys, is the official publication of the Boy Scouts of America, but is subscribed to, separately from dues, at 20 cents the copy, \$2.00 the year.

In the Better Homes of the Bigger Towns

BOYS' LIFE

2 Park Avenue—New York City

BOSTON Old South Bldg. **CHICAGO** 37 South Wabash Ave. **LOS ANGELES** Blanchard-Nichols-Coleman

the most significant pieces of store copy published since the merchandising of fashion became the theme song of retailing.

Please take particular note of the sentences:

But while Filene's *listens* to everything Paris says, it does not follow Paris blindly.

As early as 17 months ago we told our customers what Paris forecast and asked them: "*Have you the courage to wear the new long skirts?*" We accepted their "*No*" rather than Paris "*Yes*."

Frankly, we don't think skirts will be worn six to eight inches longer in Boston for some time.

Could such an advertisement have been published ten years ago? Five? Three? One? It is unusual enough today.

It points the direction in which the modern department store's purchasing thought will travel so long as people have money and style discrimination. Most important of all, this new philosophy of retailing makes the department store buyer himself less of a purchasing agent than he used to be. It welds the merchandising, advertising and buying divisions into a department of liaison between primary style sources and ultimate consumers.

The public has paraphrased the old slogan: "Style dictation without representation is tyranny."

To which the department store adds: "—and damn poor business as well."

J. C. Munn with Bryan Davis Publishing Company

James C. Munn, for the last fifteen years with the McGraw-Hill Publishing Company, New York, where he had charge of central district sales for *Chemical and Metallurgical Engineering*, has joined the Bryan Davis Publishing Company, Inc., New York. He will be central district manager in charge of the Ohio and Michigan territory, representing *Aviation Engineering*, *Radio Engineering* and *Projection Engineering*.

J. R. Cuomo with Iodent Chemical Company

John R. Cuomo, formerly with the Naborhood Stores Association, New York, has been appointed Eastern representative of the Iodent Chemical Company, Detroit, manufacturer of Iodent toothpaste.

Publishes Survey of International Cartels

A brief survey of six of the leading European international cartels and combines has been published in pamphlet form by the Department of Commerce. The cartels and combines treated are the international rayon, aluminum, steel and potash cartels and the margarine and match combines. In addition to reviews of the six cartels and combines mentioned above, the pamphlet contains a complete list of international cartels and a selected bibliography on international cartels. Copies of the pamphlet are obtainable from the Superintendent of Documents, Government Printing Office, Washington, D. C., for fifteen cents.

Grace Coleman Leaves Pogue Company

Miss Grace Coleman, for the last nine years advertising director of The H. & S. Pogue Company, Cincinnati, has resigned to act as advertising and sales promotion counselor to retail and wholesale accounts. She will be associated with William E. Mackelfresh, Inc., and will have headquarters in Cincinnati and New York.

Leonard Hall Joins Emery Agency

Leonard Hall has joined the staff of the Emery Advertising Company, St. Louis, as an account executive. He was formerly sales manager of the Corno Mills Company, of that city and, previously, was in charge of advertising and sales promotion of the Alfcorn Milling Company, also of St. Louis.

W. S. Stanley with Vanderhoof Agency

Walter S. Stanley has joined Vanderhoof & Company, Chicago advertising agency, as head of a newly-formed aeronautical division. He was formerly with the John H. Dunham Company, now the Dunham-Lesan Company of that city.

Rottler Boring Bar Company Plans Campaign

The Rottler Boring Bar Company, Seattle, has appointed the Daken Advertising Agency, Inc., Seattle, to direct an advertising campaign on its boring bar. Automotive business papers will be used.

W. A. Coogan to Manage Arcturus Radio Export Sales

Walter A. Coogan, for the last ten years with the Baldwin Locomotive Works, has been appointed export sales manager of the Arcturus Radio Company, Inc., Newark, N. J.

Textile World's Editors

answer more than

5,000 inquiries a year

Industrial advertisers are keenly interested, and rightly so, in the kind of technical leadership a paper offers.

The Technical Department of Textile World under the direction of Clarence Hutton is a fountain head of inspiration in the industry. In addition to running scores of articles of vital help to the production type of executive, this department conducts a Question and Answer service which is widely used by all branches of the industry. Textile World's editorial policy is well-rounded appealing to both administrative and operating types of executives.

On the mast head of every issue of Textile World you read these words, "The World's Textile Authority." *It measures up!*

Textile World

BRAGDON, LORD & NAGLE

Division of McGraw-Hill Publishing Company

Tenth Ave. at 36th St.
NEW YORK



. . to Carcassonne

There is a poem which tells of an old French peasant who all his life longed to see Carcassonne—that bright city with castle walls as grand as those of Babylon. Carcassonne—where every day was “not more or less than Sunday gay.” It lay five leagues away, just beyond the blue mountains. And you remember that when the belated opportunity came for the Ancient to make the pilgrimage, old age overcame him. . . . He never looked on Carcassonne. ✚ Isn't there in the life of every young woman a Carcassonne—a lovely, shimmering city that some day she must see? How strong the wish, how vivid the picture! Some dream place *she* must see; some dream things *she* must do! But years pass, and in the busy life of the wife and mother so many of her personal hopes and dreams recede. ✚ Yet, strangely enough, she finds no regret in their

fading. For other hopes and ambitions have taken their place—less purely personal, but so much keener. And she finds, one day, that she has come upon her Carcassonne. It's a lovely, shimmering city that lies within the four walls of her home—made up of persons, things, and relationships that are infinitely dearer to her than herself. . . . Many men have dropped upon the road in belated pilgrimages to their Carcassonnes. But few women there are who have not looked on Carcassonne, and that without even setting foot on the highway.



McCALL'S

A MAGAZINE FOR WOMEN

There are 2,400,000 women who read McCall's each month. And if they find in it some modicum of service that will help to keep their Carcassonne lovely and shimmering, McCall's will be more than satisfied.

Insurance Advertisers Discuss Problems

A HIGHLY informal, discus- sional program marked the annual meeting of the Insurance Advertising Conference, at Cleveland last week. Most of the two days of actual sessions were organized as round-table group meetings which quite naturally resolved themselves largely into conversational discussions of a wide variety of insurance advertising problems.

The one trend in evidence was a desire on the part of the insurance advertising men to go more fully into the present relation of insurance advertising to the business press of that field.

The discussion took final, concentrated form in a resolution from the Conference to the insurance press, urging that all insurance publications consider the feasibility of becoming members of the Audit Bureau of Circulations.

That national advertising is becoming more and more a part of insurance advertising programs was well indicated by the relatively large amount of time given over to it.

J. E. Benedict, Metropolitan Life; C. T. Stevens, Phoenix Mutual, and Nelson White, Provident Mutual, each told of the national advertising plans and results of his company. Messrs. White and Stevens both agreed on two counts, that direct selling is becoming an increasingly important factor in insurance national advertising and that a higher than average type of prospect is gained through national advertising. Each year in the last three, Mr. Stevens pointed out, has shown a 100 per cent increase in direct sales from Phoenix national advertising. This fact, as well as the one relating to the quality of prospects obtained, is attributable largely, he believes, to the fact that national advertising reaches men who can both afford to buy insurance and who are definitely conscious of a need for it. Mr. White pointed out that practically no term insurance is written among

the prospects gained through his company's advertising.

H. E. Niles, Life Insurance Sales and Research Bureau, who reported on the contemplated co-operative advertising campaign for insurance, explained that no high-pressure methods are being employed in getting companies lined up behind the program. The present status of the plan, he stated, is much like that of a lusty infant, whose arrival is announced with great eclat, but whose subsequent growth is not greatly noted publicly until it becomes of age.

The Holcombe trophy, donated by Phoenix Mutual, for the best co-ordinated campaign during the preceding twelve months, and the *Rough Notes* award for the best business-paper advertising went to the Prudential and the Fidelity-Phoenix companies, respectively. The Prudential company, having won the Holcombe trophy for the third time comes into permanent possession of the cup. The other two times were in 1927 and 1928.

C. E. Rickerd, Standard Accident Insurance Co., Detroit, was re-elected to serve another term as president of the Conference. H. V. Chapman, Ohio Farmers Insurance Co., LeRoy, Ohio, and J. H. Castle Graham, London Life, London, Ont., are vice-presidents. Frank L. Ennis, America Fore Group of Insurance Cos. and Henry Putnam, John Hancock Mutual Life, Boston, were elected secretary and treasurer, respectively.

The new executive committee includes:

John W. Longnecker, Hartford Fire; Bart Leiper, Pilot Life; Harry A. Warner, Maryland Casualty; John Hall Woods, Great Northern Life; and Flo Peterson, Business Men's Assurance Co.

"Southern Business" to Start Publication

Southern Business, a new monthly magazine published at Atlanta, Ga., will make its appearance with a January 1 issue. Hubert F. Lee is editor and publisher of the new magazine. He was formerly with the *Atlanta Constitution* and the Lee Press Syndicate, of Columbia, S. C.

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1930



Let's Do Something Different Next Year

These Advertisers Did Something Different this Year—with Rotogravure

IN your next year's advertising budget plan to print your direct mail and dealer literature in rotogravure, with many illustrations of the things you have to sell. Rotogravure will contribute a new atmosphere of quality and pictorial interest to your printed sales campaign.

Rotogravure is unique. Famous as the news pictorial process, it attracts special attention at first glance. It reproduces actual photographs more faithfully than any other process, from a few thousand to many million impressions.

A few of the many prominent users of Art Gravure service:

American Express Company
Atlantic Coast Fisheries
Batten, Barton, Durstine & Osborn
Canadian Pacific Railway Co.
Eastman Kodak Company
Ford Motor Company
Gillette Safety Razor Company

General Electric Company
May, Stern & Company
H. D. Lee Mercantile Company
McKinney Manufacturing Co.
Zenith Radio Corporation
Holeproof Hosiery Company
Procter & Gamble Company

ART GRAVURE

**DESIGNERS and PRINTERS of
ROTOGRAVURE ADVERTISING**

**COMPLETE PLANT AND PRODUCTION FACILITIES AT
NEW YORK, CLEVELAND AND CHICAGO**



CANADIAN PACIFIC RAILWAY COMPANY

PHOENIX HOSIERY COMPANY



EASTMAN KODAK COMPANY

To picturize the adventures and wonders of its 'round-the-world cruises, Canadian Pacific prepared a rotogravure picture book showing the splendors of far places . . . Phoenix Hosiery Company and Ziegfeld glorified the American leg and its hosiery in the soft, sheenful tones of rotogravure . . . Eastman Kodak Company popularized its home movie cameras with a bookful of photographs reproduced in rotogravure. All three of them engaged Art Gravure Corporation to do the printing.

CORPORATION

General Offices: 406 WEST 31ST STREET, NEW YORK

Telephone, Chickering 8655

NEW YORK

CHICAGO

PHILADELPHIA

BOSTON

CLEVELAND

How to Speed Up Your Sales Literature

Told in this Illustrated Book

You will find many ideas for new variations on your main selling theme in our book, "Sold at First Sight." Ideas you can use to speed up your sales literature next year. The coupon below will bring you this book on the use and versatility of rotogravure. Clip, sign and mail it today.



ART GRAVURE CORPORATION

DESIGNERS AND PRINTERS OF ROTOGRAVURE ADVERTISING

General Offices: 406 West 31st Street, New York, N.Y.

NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • CLEVELAND

Clip, sign and mail coupon below today for your copy of the new roto-gravure book, "Sold at First Sight."

ART GRAVURE CORPORATION

406 West 31st Street, New York, N.Y.

Without obligation, please send us a copy of your new book, "Sold at First Sight," as offered in Printers' Ink, October 17, 1929

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Out in the Open

By Howard W. Dickinson

A FEW weeks ago I went over to Hoboken to see a friend off on the boat which carried so many of our able advertising people to the convention in Berlin. My friend was late, so I stood near the head of the gang plank and watched the travelers come aboard. I spent more than an hour there and became much intrigued with an attempt to study faces and see if I could find some common trait or characteristic which showed in facial expression. I fancied that I found it.

Appear to know only this: Never to fail nor fall.

(Epictetus)

Of course, some were fat and some were slim. Some were handsome. Some were jolly, some looked almost worried. All, however, seemed to carry the face-marks of conscious mental alertness, of a fear of being wrong or of failure to produce the instant spark. Each one seemed to be of a type which would regard complete relaxation as an unattainable ideal. "Worried look" would not quite describe it. The circumstances of a fine, chummy, ocean voyage would indicate a happy anticipation. The well known pre-occupied look of the American business man—that was not quite all of it either.

A load would sink a navy.

(Shakespeare)

I should say that here was the facial indication of a very intense and exceptionally burdensome sense of constant responsibility. A group of bankers, or lawyers, or physicians, would not show the same facial index, because the responsibility of the latter three groups is more clearly defined and more accurately codified. They know more nearly what they must do. Their functionings are enclosed between more accurately drawn lines.

As idle as a painted ship
Upon a painted ocean.

(Coleridge)

I could fancy that many of these advertising men were unconsciously longing for the luxury of long hours in deck chairs, with no desire except to let their hair grow, if any, and yet consciously and feverishly hoping to plunge into the whirl of social activity which had been carefully planned to make the trip "interesting." I could fancy that I saw complete inability to find or even to take the relaxation which even an amateur physiognomist could see these people needed.

Who seeks for aid,
Must show how service—can be repaid.

(Lytton)

The tempo of modern life only partly explains it. Worry over leaving an intense occupation, where emergencies come up without a moment's notice, does not explain it. In a broad way I can only say that I think that underpay may partly explain it. Few advertising men achieve that position of personal financial security which the importance of their contribution to industry warrants.

Private sincerity is public welfare.

(Bartol)

I was very proud of advertising men as I tried to study their faces and saw again and again the marks of fine intellect, of intelligent sincerity, and above all knew that the lines of care-wear came from a keen loyalty to the endless responsibilities of their complicated jobs.

Unhurt amidst the wars of elements.

(Addison)

We might say with considerable reason that advertising has not as yet entered the stage where calm judgment and serene intellectual analysis are either appreciated or particularly sought. Action, speedy action, is the demand, with thought

incidental. "What has this successful man done? We'll do that and be successful." Practical to a degree, but not filling the crying need for invention nor providing for the great profit which lies in progress.

Hast any philosophy in thee, shepard?
(Shakespeare)

Ten years from now shall we find more true philosophers of advertising than now? I think we shall, men of high rating as counsellors, men whose varied experiences have crystallized into accurate judgment, men who do not depend on past reputation but who build new reputation with every piece of advice they give. Men intensely alive who have learned to live as smoothly as an eagle flies.

The business of philosophy is to circumnavigate human nature.
(Hare)

Why do I think so? Philosophy is built on facts. There are three phases to the constantly recurring philosophical cycle. First, determination of facts, science experience (history). Second, digestion of facts into knowledge of what they mean (philosophy). Third, evolution of life based on the philosophy already discovered and in use, with constant digestion of new facts and broadened knowledge, leading to newer and truer philosophy.

The winds and waves are always on the side of the ablest navigators.
(Gibbon)

Another reason why I think so. The inevitable trend is toward easier jobs for big men, easier in order that they may accomplish more and keep on doing it, easier in that worry and petty detail obviously must be removed from them to get their mental sanity in full operative swing, easier and more interesting, because diversified and even recreational activities become a logical part of it. Raskob, Owen Young, Col. Lindbergh, Earnest Calkins, Bruce Barton belong partly to the public as well as to their jobs, a typical and wide-

spread condition. Their health and happiness become a matter of general importance.

Great men should think of opportunity and not of time.
(Beaconsfield)

Big men are bound to flock into advertising in greater numbers because advertising becomes more and more a major industrial operation. Must we prove that? Advertising is the only form now conceivable in which the message of progressive business can be delivered adequately. That fact should prove it.

Fact is an opportunity, though a small mind may see it as an obstacle.

To deliver this message adequately, advertising's performance must be based on fact—and on facts evolved into philosophy. The so-called "hard facts man" who ignores the philosophy of business in its relation to social life is like the peanut peddler in a roadside stand as compared with the real industrialist. I have no patience with the petty poser who vaunts his scorn of philosophy.

Industry succeeds as it keeps itself in tune with the public's philosophy of living. That philosophy cannot be determined accurately except by observed practice as seen in what people do and what they will buy. The whole function of industry is to furnish the physical means of carrying out the public's philosophy of life and this philosophy (industrial or not), is in a constant change or flux.

It is impossible for advertising to do anything but develop and, I believe, increase, as long as its workers progress toward a more perfect understanding of the evolutionary process actually operating in developing the public's philosophy of living. That means facts plus wisdom in interpreting them. Facts alone are rather dumb. The worshiper of just facts is an idolator bowing down to wood and stone.

E. Diaz has joined the Millsco Agency, Inc., New York advertising agency, where he will have charge of the rate department.



Typographers

Who Prove It With Proofs

... In short, this volume is precisely what is indicated by its name—a complete treatise, profusely illustrated, on the selection, use and handling of "Type Faces." Although frankly issued as an example of the typographical facilities of its publishers, it deserves to rank among the most highly recommended of advertising textbooks and works of reference. *W. N. T. in Retail Ledger*

... We must credit you with having issued not only one of the largest and most comprehensive type-specimen books ever produced by a printer or advertising typographer, but also one of the most helpful and interesting ones. The composition throughout, moreover, is, as we would expect and as it should be, of the best workmanship. The binding is very fine, too. Those who receive copies will treasure them also for the very fine glossary of terms contained in the final pages of the volume, which, by the way, contains 540 pages. *The Inland Printer*

... Another is a dictionary of words and terms most used by typographers and advertising men. The advertisements are attractive and in good taste, with many new arrangements. An index of topics of general information, type faces and borders, and a key to advertisements, is helpful for reference. There is much material for study in this type book by buyers of printing. *The American Printer*

BUY THIS BOOK!

It takes the mystery out of typography. It makes the layman a technician. "TYPE FACES," first published in March, has been adopted by advertising men as their *Fidus Achates* and standard reference work. 540 pages of text. Every page practical, not "typothetical." Edition almost exhausted. Bound in light blue Moorish Fabrikoid. Cover and backbone embossed. Sent [while they last], postage prepaid, upon receipt of two dollars.

FREDERIC NELSON
PHILLIPS

INCORPORATED

228 East 45th St. New York

This House Magazine Never Talks the Company's Product

Coca-Cola Has Pursued This Policy for Five Years with Good Results

By Frank W. Harrold

Editor, "The Red Barrel" (Coca-Cola Company)

MOST manufacturers who begin a house organ forget that what is of intense interest to them is not particularly thrilling to the distributor, customer or prospect to whom the house organ is sent. The tendency is to begin with the best of intentions getting out a little publication of interest and value. But in a short time the average external house organ degenerates into so many pages of straight, pure and simple, unadulterated advertising matter. Then the manufacturer wonders why it falls flat.

In "The Red Barrel," other than the cover pages, which simply tell the reader that the magazine is from the Coca-Cola Company, you will not find a single mention of the product, Coca-Cola. For five years, since 1925, we have pursued this policy in order to convince the wholesale dealer that this magazine is published solely for his own interest, help and pleasure. Its contents are edited not to the buying executives from whom a manufacturer might directly profit but to the arms and legs of the wholesale house, namely, the officers and men who sell. Thus "The Red Barrel" falls in line with the other policies of our company, namely, seeking good-will through the rendition of a real service.

Business executives, national personalities and nationally known writers have contributed our feature articles for the last three years.

Every business man will listen to someone who is in the same line. We like to swap experiences. Consequently, a large body of the material in each edition comes from wholesalers or wholesale salesmen. These articles are talks from men

in the trenches to fellow men in the trenches on the problems which jointly confront the writer and the reader. They are articles by people who speak a common language. Some of our articles are by the leading wholesalers. On the other hand, we have numerous articles from men on the firing line whose glory has been unheard and unsung.

As the Coca-Cola Company seeks the good-will of its wholesalers by rendering them a service, so we know that wholesale dealers must seek the good-will of their retailers by a thorough understanding of their problems. Consequently, no issue is without some article concerning retail dealers, druggists, grocers or confectioners. The purpose of these articles is to aid the wholesaler in his contact with his customers. Every magazine must be diffused here and there with human interest material. We have one such page, called "Hoops and Staves." Single page inserts, either humorous or with a distinct human interest appeal, break up the magazine so that it will be read.

Every article which appears is contributed. That is, we do not pay for the articles which you see in our columns. An appeal other than monetary is necessary in order to secure articles from such men, for instance, as contributed our feature stories during 1929 on the subject, "What I Look for in a Young Man." These articles were written by: the president of the National Park Bank in New York; chairman of the board of the Guaranty Trust Company; president of the Illinois Central Railway; president of the National Broadcasting Company; B. C. Forbes; Bruce Barton, and William Randolph Hearst. I doubt if this series could have been bought.

Our magazine gives to these men a ready made audience of 20,000

From a speech delivered at the convention at Cleveland of the Direct Mail Advertising Association.



PANSIES— PAINT and PICTURES..

A few of the places where Altoona people spend their money. Reach practically all of them in the third great Pennsylvania market through the Altoona Mirror.

An exclusive market, entirely isolated; away from every other city in the State; it offers a population 92% native white, without slums; of high earning, high buying, high spending power; always employed.

Compare this type of population with that of cities even appreciably larger — differently occupied, differently paid and far differently (great masses intermittently) employed; then judge for yourself—which is Pennsylvania's third market . . . of greatest importance to you?

FRED G. PEARCE—Advertising Director
No Special Representatives—All Business Direct

3 IN IMPORTANCE **ALTOONA MIRROR**

"THE KEystone CITY OF THE GREAT KEystone STATE"

—CHARLES M. SCHWAB

Who reads the Elevated Car

WHO reads the "Elevated" car cards and posters?

Today it will be the World's Series fans; tomorrow some other sports-lovers. The Chicago "Elevated" will carry the mass of the World's Series crowd. In fact, *EVERY* BIG Chicago EVENT finds the "Elevated" carrying the Crowd.

Chicago's nine largest sports centers are all "Elevated"-Served.

Cubs Park	Stagg Field	The Coliseum
Sox Park	De Paul Field	Soldiers Field
Dyche Stadium	Loyola Field	Chicago Stadium

That is convincing in itself, but here is something more: 94% of all the public parks, 84% of the beaches, and hundreds of private ball parks and athletic centers are also "Elevated"-Served.

You are right! The Baseball Fan and the sports-loving man—or woman—reads the car cards and posters.

Chicago Elevated
509 S. Franklin St.

ated Car Cards and Posters?

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Right—Passengers board-
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Pre-Series games at Cubs
Park.

Below — Wrigley Field —
Home of the Cubs.



d **Advertising Co.**
t. ~ ~ ~ **Chicago, Ill.**

wholesale dealers and their salesmen. We are thus offering them a worth-while hearing on a worth-while subject. We attempt to show such men that we have built up a prestige that is worthy of having a contribution from them. "The Red Barrel" contains no advertising matter. It is purely a good-will organ and we are asking them to contribute something which will be helpful to the wholesale industry.

No Reprinted Articles

Another interesting policy which is rather radical is the fact that we never reprint from any magazine. I believe you will agree that nothing will quicker destroy the reader interest in a house organ than following the policy as so many do that the scissors are more powerful than the pen. We have a magazine that is only twenty-eight pages but these twenty-eight pages are written for "The Red Barrel."

As I have already said, "The Red Barrel" is published primarily for our wholesale dealers and their salesmen. A natural question arises as to "What about the 300 Coca-Cola servicemen and the 1,200 Coca-Cola bottlers who are scattered throughout the country? They are not interested in a magazine which is filled with material primarily of interest to wholesale dealers."

That is true, and to meet this fundamental objection and at the same time not fill "The Red Barrel" which goes to wholesale dealers with Coca-Cola material, we find a very simple solution by putting out a separate edition called "The Serviceman's Edition."

On the fifteenth of every month our regular edition which goes to wholesalers is mailed. We then take from this edition all articles which we think would be of interest to Coca-Cola servicemen or bottlers, primarily general business articles, sales articles, human interest articles, etc. These we insert in the serviceman's edition.

The majority of the serviceman's edition, however, is composed of material ordinarily found in any company house organ which goes

to its own selling force, that is, data concerning the merchandising of Coca-Cola, items of personal interest to the employees and the like. That is another story. Its only interest here is to show how "The Red Barrel" is the sole instrument used by the Coca-Cola Company to connect every link in the distribution of the product from the factory down to the retail dealer. Every person who handles Coca-Cola, from the president of the Coca-Cola Company to the newest wholesale dealer's salesman, receives an edition of "The Red Barrel" in which he is interested and which we hope makes him feel that he is a part of the selling and distributing organization of our company.

Continental Can to Merge with Owens-Illinois

Consolidation of the Continental Can Company, Inc., manufacturer of cans and metal containers, with the Owens-Illinois Glass Company, maker of bottles and glass jars, has been approved by the boards of directors of both companies. A new corporation, Continental Containers, Inc., will be formed as a holding company to acquire the common stock of both the Continental and Owens-Illinois companies. The board of the new company will include directors of both existing companies, which will continue to be operated independently under their respective managements.

J. T. Nelson with Judson Radio

Jack T. Nelson, formerly in charge of radio advertising for the H. W. Kastor & Sons Company, Inc., Chicago advertising agency, has been appointed production manager of the Chicago office of the Judson Radio Program Corporation, New York.

New Account to Zinn & Meyer

The Infants' Underwear Corporation, New York, manufacturer of Pynless Diapers, has appointed Zinn & Meyer, Inc., advertising agency of that city, to direct its advertising account. A campaign is planned calling for the use of magazines.

Hamilton Bisso with Fitzgerald Agency

Hamilton Bisso, formerly with the New Orleans Times-Picayune, has joined the Fitzgerald Advertising Agency, Inc., of that city, as a member of the copy department.

Stamps

contribute nothing to advertising returns

THE stamp on your mailing piece is a ticket sold to transport your message. It costs money—especially when it is multiplied by thousands of units. This stamp money contributes nothing to advertising returns.

Anything that cuts your stamp bill will mean more dollars for printed pieces. Warren's Thintext does that—gives you the maximum in square inches of paper background with minimum weight and bulk.

Thintext is light. It has unusual strength—yet it is only $\frac{1}{3}$ as heavy as ordinary coated stock. Halftones and text gain new effectiveness and beauty on its smooth, velvety surface. Weight is banished, saving mailing costs . . . yet clean-cut, sharp reading qualities are preserved.

Thintext does not involve the difficulties sometimes encountered in printing and binding thin papers. Thintext takes color excellently, binds well, folds smoothly, lies flat, and is sufficiently opaque so that printing on the front will not make printing on the back hard to read.

The whole story is in our booklet, "The Warren Standard." It shows you many samples of the fine results others have achieved with Thintext. It is an instruction book for your printer as well. Show it to him. It's free. Please send for it. S. D. Warren Company, 101 Milk St., Boston, Mass.

WARREN'S THINTEXT

Big Gains

in new business for 1930

During the past thirty days People's Popular Monthly has received schedules for twice as much new business from large national advertisers, as ever received in any month in its history.

And this, without any "rate" reason for orders coming in at this particular time.

People's • Popu

Big advertisers have a new interest in the small town as an important market.

There is a growing tendency to give this great sector of population its proper proportion of sales messages.

To attain this, circulation coverage is being studied with new interest, to avoid high priced duplication in one field at the expense of another.

The Jobber serving the small town - rural market will, in the future, receive more direct, tangible support from advertising schedules.

PEOPLE'S POPULAR MONTHLY fits into this new program in fine shape.

Its 1,350,000 circulation is heavily massed in the rural towns of less than 10,000 population.

Advertisers have confidence in its future because of its uninterrupted progress and prosperity in the past, under the same ownership and management from the beginning.

People's Popular Monthly has an enviable record of consistent results for advertisers.

It is edited with unusual attractiveness and power by writers who have a thorough understanding and sympathy with the audience to which the magazine is addressed.

pular • Monthly

Portraiture in Many Art Moods

The Extent to Which Technique May Add to the Atmospheric Appeal of Character Portrayal

By W. Livingston Larned

FACES are even more interesting than complete figure compositions. Character, as expressed and elaborated by human features, makes a powerful appeal to the imagination. We never weary looking at the "other fellow." No two sets of features are identical and that is why the Great Parade of modern civilization holds such undeniable fascination. "I like to just look at people." is no mere casual phrase.

Advertising has turned, of recent years, to portraiture as a serialized asset. Nor is it done as superficially as in the past when symbolic types were made to do duty over and over again. We see people "as they are," the horizon of portrayal immeasurably widened. Artists have given up professional models for characters drawn from "real life."

The "casting director" of a campaign of this kind is an important factor in its success. Where once, there was a typical policeman, a typical doctor, a typical business man, a typical housewife, etc., today each advertiser seeks his own individual interpretation of these characters.

But if advertising has advanced in its presentations of the portrait gallery of human existence, to an equally significant extent has the artist progressed in the techniques used for the purpose. How the illustration is drawn has become as much a study as the excellence of the characterization.

Given a satisfactory type, the artist must decide on his art technique, his medium. Will a sketchy pen and ink treatment best answer

the advertising mood, or should vigorous wash be employed? The spirit of the advertisement should, of course, supply the answer in every instance.

Take a definite example. When a new Marmon car was named the Roosevelt, and the greatly



This Head of Roosevelt Is Being Used in All Roosevelt Car Advertising

loved president chosen as a dignified symbol of its finer qualities, it was necessary to illustrate the campaign with strikingly alert character studies of Theodore Roosevelt.

He was a virile, rugged, unflinching man and what could be more fitting than that the artist's technique, in his portrayals of character heads, should seek an art technique which would visualize and suggest just this? Any delicate treatment would miss the mark. A photograph would be equally lacking in spark and fire.

Tempera was finally made the medium, which called, for bold, simplified strokes of the brush, vig-



Teamwork Wins! In business it often takes a combination of several appeals to win a customer. In direct mail effort Glacier Bond brings to bear a combination of qualities that means a big score in sales. It looks well, prints well, and bears up well under handling.

When it comes to cost, too, Glacier Bond scores in the purchaser's favor.

Such combination of reasonable price with quality and range makes Glacier Bond an all around paper for any direct mail campaign.

Glacier Bond

(Use envelopes to match your stationery)

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Neenah, Wisconsin

SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check the  Names

GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Sisters UNDER THE SK

ANALYSIS

One-third of all American manufacturing is embraced in what is termed the metal working industries, the country's greatest industrial classification. The circulation of *The Iron Age* is divided among the three interdependent groups of this field in the proportions below:

FIRST

Consumers of metals.

(a) Manufacturers who machine, form, cast, fabricate, or otherwise work metals.

(b) Public Service Corporations, Railroad Purchasing Departments (not railroad shops), Federal, State and Municipal Government Offices, Mines, Engineers, etc.

63.7%

SECOND

Distributors of machinery, tools, mill and factory supplies, hardware products and metals.

12.8%

THIRD

Producers of metals, whether they be ferrous, non-ferrous or alloys.

12.6%

For 75 years *The Iron Age* has been the journal of these three factors of the metal working industry. To the manufacturer whose product is consumed in any one of them, it offers invaluable sales assistance.

*The Complete Journal
of the Whole Metal-Working Industry*

THE IRON AGE

A unit of UNITED BUSINESS PUBLISHERS, Inc.



Seventy-fifth year

239 West 39th Street

New York City



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Iron Age

One big
advertis

WHAT, you may ask, is the possible relationship between a firm making pins, and one making battleships—between the diverse manufacturing activities found among the subscribers to *The Iron Age*?

(Let us look at three taken at random from the lists:)

One makes Automobiles— and uses in his business:	Another makes Cash Registers— and uses in his business:	Still Another makes Vacuum Cleaners— and uses in his business:
Information on business conditions	“	“
Prices of metals and materials	“	“
Ideas on plant management	“	“
Technical knowledge of equipment and its operation	“	“
Iron and Steel	“	“
Non-Ferrous Metals	“	“
Forgings	“	“
Castings	“	“
Stampings	“	“
Screw Products	“	“
Springs and Wire	“	“
Pipe and Tubing	“	“
Gears	“	“
Bearings	“	“
Electrical Apparatus	“	“
Material Handling Equipment	“	“
Machinery and Machine Tools	“	“
Belting and Chains	“	“
Heat Treating Equipment	“	“
Welding Equipment	“	“
Oils and Metal Cleaners	“	“
Plating Apparatus	“	“
Small Tools	“	“
Portable Tools	“	“
Power Plant Equipment	“	“
Grinding Wheels	“	“
Foundry Equipment	“	“
General Factory Equipment	“	“

**80% SUBSCRIPTION
RENEWALS**

Strange cousins thus become one big family in their desire for information that will help them—for articles on business, management, price trends, metals and metal working equipment such as are furnished by *The Iron Age* each week.

One big family for the manufacturer and advertiser who would sell them the equip-

ment and materials they need for their manufacturing processes.

One big family that rates as one of the most important buying groups in all industry.

One big family that can be appealed to as a unit through its mutual interest in the trade authority that they have come to rely on—*The Iron Age*.

orous tones of gray and masses of solid black. It is a technique peculiarly identified with drawings of this school. Thus, with a photograph as his inspiration, the artist could deal only in essentials of light and shade. There would be no soft vignettes and no weakening intermediate tones.

The artist's technique, it will be seen, harmonized and collaborated with the basic fundamentals of the campaign; as an art medium it reflected the characteristics of the man whose portrait was featured throughout the series. These tempera portraits are produced along interesting technical lines and may be handled in several different ways.

As a rule a bust photograph is pantographed up to the desired size, and the artist paints in his flat tones, starting with an all-over wash of the lightest gray. Next comes a secondary gray, somewhat darker, and finally the deepest gray. Blacks and whites are added as a final touch. Absolute simplicity is the rule. Wherever possible, shadows become one flat mass. Highlights are bold and dominant. There are no melting, graduating values of any kind. The realism of the original photograph is combined with poster technique.

Then again it is possible to work over a very light photographic print, handling the values in the same identical manner, but here the temptation is to introduce far too many subtleties of tone and detail. The finished product is more photographic than otherwise and the original purpose is defeated.

An equally efficacious medium is that of poster blacks for line reproduction and the artist's technique follows almost identical methods, although his effects must be secured without intermediate grays. If he does demand them, then Ben Day is employed, which amounts to the same thing. There is no more pleasing type of por-

trait illustration than the vastly simplified poster black, with clashing contrasts.

Pen and ink indeed is a medium much in favor for character study work. Its range is wide and includes sketchy, free portraiture technique, simplified outline, outline with a modest amount of black and the full-shade portrait, where



Charcoal Is a Tricky Medium but Striking Results May Be Secured with It as in This Elgin Watch Illustration

scientifically produced pen strokes simulate the very texture of the skin with photographic realism.

Some artists prefer to work over a silverprint and this is, of course, an easier, surer plan. For in a sense the pen traces the likeness and elusive details are thus retained always. But such portraiture is likely to become too mechanical, too staid and matter-of-fact. It is too palpably a direct copy, mechanically created.

Tracing a head off on cardboard or drawing paper, from an enlarged print, would appear to be the preferable scheme and the one with the greater artistic possibilities. One is a slavish approach to a problem while the other invites

OF COURSE!

YOU CAN THOROUGHLY COVER DAYTON WITH ONE PAPER

Dayton is a city of 47,863 families.

The Dayton Daily News' city circulation is 41,578 (A.B.C.). This assures advertisers city coverage of over 86%.

The Dayton Daily News' city circulation is greater by 10,150 than that of the second paper. While in national lineage the News led the second paper by 994,308 lines for the first nine months of 1929.

NO DUPLICATION COMPLETE COVERAGE

THE DAYTON DAILY NEWS

*Member
The
News League
of Ohio*

REPRESENTED BY
I. A. KLEIN, INC.
NEW YORK
CHICAGO
ST. LOUIS
KANSAS CITY

*Member
100,000 Group
of
American Cities*

HUGHLETT HOLLYDAY, JR., *National Advertising Manager*

Hardw

FRUIT JAR RUBBERS

FRICTION TAPE

REFRIGERATORS

MOUSE EXTERMINATOR

DEEP FAT FRYER

GARDEN TO
FLOWER BO
GARDEN HO
WASHERS NOZ

WE have served the Boston Woven Hose and Rubber Company, Cambridge, Mass., for sixteen years. At first, they gave us only one of their products to advertise—Good Luck Jar Rubbers. Today, we handle the advertising for all their products—Bull Dog Cord Garden Hose, Milo and Good Luck Hose, Boston Nozzle, Good Luck Hose Washers, Bull Dog Friction Tape, Bull Dog

CHURCHILL

50 UNION SQUARE NEW

Member American Association of Adv

Hardware

TOYS
BELTING

GARDEN TOOLS
FLOWER BOXES
GARDEN HOSE,
OTHERS NOZZLES

ing, and other items. Good Luck Jar Rubbers are
day the largest sellers in the world. And these other
products are not far behind. Other products in the
hardware field which we advertise successfully are
Success All-Steel Refrigerators, Hodges' Handy Fryer,
Kingsbury Garden Tools, Success Flower Boxes, Mouse
Mouse Exterminator, Kingsbury Motor-Driven Toys.

L. HALL, Inc.

H. B. Le Quatte
President

NEW YORK CITY

Association of Advertising Agencies

at least some part of the artist's own style and imagination.

Given an original pen drawing in any desired technique, additional features of originality of treatment may be added at the last moment. A poster-black portrait, with a halftone or Ben Day gray background, is smartly up-to-date. An air-brush tone may be blown over a sketchy pen and ink portrait, and the "etching-style" simulated. Pen originals may also be combined with crayon or pencil with excellent results.

There are no less than several hundred wholly different distinctive techniques for portraiture, and this does not include those newer things which are being done with the camera.

In a series for Elgin watches, the keynote of the appeal centers around famous men and women, long in the public eye, whose names have been given to certain new models of timepieces. Pictorially, this campaign is made up of fine portraits of people. The camera might have served as the "artist" but the advertiser knew full well that original interpretations would be far better, far more distinctive for serial purposes.

An artist who specializes in charcoal and crayon studies has illustrated the pages, creating a technique of far more than ordinary interest. While these portraits are photographic in their intensive true-to-life realism, nevertheless they are 50 per cent artistic, free and uncommercial. Just enough has been omitted in the way of detail to make them look as if the individual had posed for an original character study. Charcoal is a tricky medium, "rubs if you look at it," and is quite difficult in the hands of an unpracticed artist, but the finished result is sketchily beautiful, especially for portrait work.

There is a scheme whereby a very, very delicate photo print on surfaced paper of a peculiar pat-

tern serves as the base of the drawing, and the artist sketches over it, in charcoal, highlighting his original with white crayon. The Elgin series is a deservedly successful example of what can be done when mere photography is put aside for original drawings.

Some excellent portrait examples are found in the school of drawing papers made for the purpose, where a stippled effect cre-



Portrait Illustrations Are Interesting Examples of What Can Be Done with the Camera

ates the planes of light and shade, as the artist's crayon moves over surface of pebbled chalk. Stippled portraits may also be made with a pen, but much time is demanded and the results are less likely to be printable on poorer paper stocks.

There is no more pleasing portrait than the one which is drawn very carefully, in soft pencil, from a photograph. The original is photographed in larger size, and the artist practically reproduces what he sees in the camera print. But despite himself, some detail is omitted and much of his own method enters into the illustration. Wise vignetting is of interesting moment in drawings of this type. The pencil demands expert engraving processes. Highlight

We Quote From An Editorial In Our Newspaper;—

“ OMAHA'S STEADY PROGRESS ”

The Redick interests are to improve the northwest corner of Fifteenth and Harney streets with an imposing new million-dollar building, twelve or fifteen stories. This development will be followed shortly by others, which, in connection with the new Paxton hotel and the new Barker block, will go far toward completing the modernization of an important section of the business district of Omaha. And it follows on the heels of extensive completed improvements and improvements under way on upper Farnam, at Sixteenth and Douglas, and elsewhere, that are so rapidly transforming the downtown aspect of Nebraska's metropolis.

New Building Construction is not lagging in Omaha;—this business fundamental, along with retail sales, wholesale sales, bank clearings, car loadings and manufacturing, continue to expand.

The above is basically the reason why the World-Herald, during nine months of 1929, gained 1,159,879 lines of paid advertising over the same period of 1928.

***Advertisers Are Finding It Profitable
To Advertise In Omaha***

**The
OMAHA WORLD-HERALD**
Nebraska's Great Home Newspaper

O'MARA & ORMSBEE

National Representatives

New York

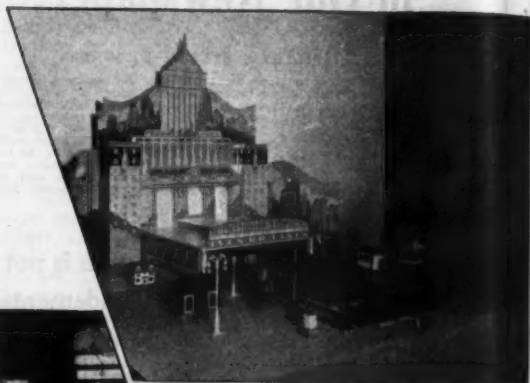
Chicago

Detroit

Los Angeles

San Francisco

4 NOTABLE ADDITIONS TO THE



Quantity Displays: (Above) Ives Display made for "high-spot" windows. E. G. Smith, who heads this department has had twenty years experience in silk stencil work and has perfected a time-saving method without impairing the quality of the product.

Expositions: U. S. Dept. of Commerce Section at the International Exposition at Seville. E. A. Schluter, who directs this work, adapts Mr. Jenter's ideas to practical engineering possibilities.



JENTER EXHIBITS

INC

"—at the point of contact."

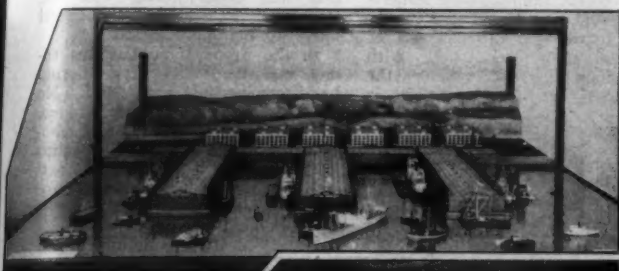


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Telep

TO THE JENTER EXHIBITS STAFF



Model Building: (Above) Model for Luckenbach Steamship Co. Lee Black heads the department producing models of factories, automobiles, boats, buildings and real estate developments.



Interiors: (Above) The New York showroom of Studebaker. This creation by Jenter is an example of a showroom utilizing drapes. Andre Hahn, formerly of Hahn Studios, White Plains, New York, is in charge of the Jenter decoration, upholstery and drapery department.

Permanent showroom and offices at 121 East 41st Street, New York City. Telephone Ashland 1166.

Advertising Agency Policy. Work placed by an agency or through an agency is handled on the regular agency commission basis, without extra cost to the advertiser.

plates reproduce the original with fidelity, but some pencil heads cover so much of the paper area with tone that a halftone is required of the old school, certain high-lights being tooled out.

In a recent campaign the American Optical Company has certainly shown to what an extent character portrayal may pack space with tremendous interest. While the main objective of the portraits is



The Illustrations for American Optical Company Advertising Are Unusually Life-Like

to picture Tillyer Lenses, nevertheless, true character study forces its way well to the front in every composition.

"Your eyes work even when you play," a headline measuring up to the high quality of the character drawing which accompanies it, indicates the general tenor of the series. A golfer smilingly counts up his score. He is obviously well pleased and you say to yourself: "I have seen men just like him."

The artist has managed to find a symbol-type, so amazingly true to life, without affectations or trimmings, that it is a human document of surpassing excellence. None of the rubber stamp school of character drawings here. It is a "real golfer" and whether in black and white, or in full color, the canvas is characteristic of the new ambition among advertisers to portray life as the average individual sees it. The entire Ameri-

can Optical Company series measures up to this standard.

Such portraits are not "made up." The artist secures a living model selected with the greatest possible analytical care, after reading the text and sympathizing with the story to be told. Nor is this model likely to be a professional.

In the lithographic business today, realism of character painting has become a law unto itself. No more stilted types are found. Models are either posed and photographed and the artist paints from them, as a guide, or the actual photograph is colored and finally given contrast by the use of tempera highlights.

It is almost impossible to "fake up" portraiture today to fit the new demands of the national advertiser. He demands a greater degree of absolute realism. And the only possible way to insure such realism is to find the proper types, wherever they may be. People are not necessarily averse to posing.

In photography, rapid advances have been made. Not alone are the models more truly representative and characterful, but artistic studio planning supplies an extra measure of the artistic. Some such negatives bear a close resemblance to paintings made on canvas.

The Purolator studies of the heads of men identified with the motor car industry, such as repair men, garage experts and the like, are as artistic, in a sense, as if an artist had painted them.

To Direct Moto Meter and Subsidiaries Sales

A. E. Barlow, formerly sales manager of The Moto Meter Company, Inc., has been appointed general sales manager of the new Moto Meter Gauge & Equipment Corporation, with headquarters at Long Island City, N. Y. Under the new combination, he will supervise sales of The Moto Meter Company, Inc., Nagel Electric Company, National Gauge & Equipment Company, Safe-T-Stat Company and The Moto Meter Company of Canada, Ltd., divisions of the Moto Meter Gauge & Equipment Corporation.



THE INDOLENT RICH



THE OVERWORKED POOR



THE CLINGING VINE TYPE



The CREATIVE TYPE



. creative women are never idle
 they are forever looking for new workable ideas
 they find them in NEEDLECRAFT
 the Magazine of HOME ARTS
 new ideas on Cooking and Domestic Science
 new ideas on Needlework
 new ideas on Home Decoration
 1,000,000 Creative Women
 getting creative ideas and help
 every month
 from 1,000,000 copies of NEEDLECRAFT
 the Magazine of HOME ARTS

Making the Retailer Appreciate Dealer Helps

The International Heater Company Tells an Interesting Story in Lighter Vein

By Ralph Crothers

WHETHER or not the retailer today is using any more dealer helps than he did six or eight years ago is a debatable question. But it is pretty well agreed that the modern retailer is not obliged to discard nearly so much of the help that is now offered. That is because the modern manufacturer is selecting his dealer helps with more discretion.

But the old problem of how to get the dealer to appreciate expensive helps which are sent him by the manufacturer still remains to be solved. Beyond doubt, it costs a manufacturer far more money to produce mailing pieces, posters, counter displays and other helps than most of the dealers realize.

Recognizing this situation, the International Heater Company of Utica says: "There is a strong possibility that dealers might more fully appreciate the value of advertising and use less of it by the waste basket or furnace fire method if its cost in dollars and cents were known to them."

This company, instead of becoming serious about the matter and scolding the dealers to make them realize how much money the helps cost, has adopted a different method. One of its distributors recently requested the company to assist him in getting up a testimonial sign to display in his showroom. The sign he wanted was approximately 3 by 5 feet in size and on it were to be listed more than 100 names of individuals whose homes are heated by International Heaters. The company expressed complete willingness to assist this live retailer in boosting his sales and asked an advertising agency to work on the sign.

This company has been using a type of humor in its advertising which differs quite considerably

from the usual humorous treatment. It is not laid on in a broad style but is rather the whimsical type of humor depending upon clever black-and-white illustrations and a play on words.

Seeing an opportunity to use this same treatment in convincing retailers that dealer helps are valuable and, therefore, entitled to careful treatment and prompt use, the company, in its dealer publications, printed the itemized statement which it was said the agency presented for the sign requested by the retailer. Here it is:

ITEMIZED STATEMENT	
Cost of photostats, plus commission	\$ 3.50
Cost of sign board, plus commission	2.10
Artist's services—	
Carrying board through heavy wind	7.98
"Jeweling-down" beaver-board merchant	1.60
Copy charge25
Additional copy writer services (loss of sleep thinking up startlingly different caption)98
Professional supervision and advice by agency head....	5.00
Miscellaneous charges	3.71
Actual work75
Completing job (including influencing adv. manager to approve same)	14.00
	39.96
Less amount allowed for mistakes	3.91
Net	\$35.19

In checking over statement, we find charges for rough layout have been omitted. When making payment, merely add \$4.00 to the NET, making a total of \$39.19.

2 PER CENT REBATE ALLOWED FOR BILLS PAID WITHIN SIX MONTHS

The company didn't expect its retailers to believe that this bill was typical nor that the agency actually charged the company for the loss of sleep of the copy writer who was required to think up a startlingly different caption. It

Just try to write a
description that will
tell as much as this
photograph



AN ACTUAL PHOTO-
GRAPH MADE BY A
MEMBER OF THE
PHOTOGRAPHERS
ASSOCIATION OF
AMERICA



A "PICTURE" may be doubted or discounted;
but a *photograph* commands consideration.
It is *reality* put on paper. An eager, faithful
lens reproduces detail that brush or pen could never
reveal. No wonder photographs build *believability*. Use
them to market your merchandise. Because photographs
tell the truth.

PHOTOGRAPHS
TELL THE *TRUTH*

put the matter to its other retailers in this way:

Although this bill is somewhat exaggerated and does not represent exactly what goes into the production of a poster nor the exact charges for the service, it does indicate the multiplicity of details involved in the production of advertising pieces.

Some dealers might be prone to look upon helps sent them by the manufacturer without the slightest conception or thought of their cost. As a matter of fact, each mailing piece, each poster, each booklet, each suggestion represents an expenditure.

If the ideas and helps are not used, they are a total loss; they are a useless expenditure. If they are put to the use for which they are designed, they represent a well-invested outlay. Thousands of dollars are spent each year to help dealers sell more heaters. It is up to the dealers to use the products of these expenditures to their advantage.

This good-natured way of calling attention to the value of the carefully planned dealer help seems a logical method of attempting to solve a problem which has long worried manufacturers.

What Groucho Says

The Copy Writer Has His Troubles as Well as the Account Executive

GUESS I'm a rather narrow minded cuss. Thought all the troubles in our business came to the account executive. Had a three hours' lunch with Varden of our copy staff, hearing his troubles. Seems he had been sweating blood on a very fine series for Enamels, Inc., an account handled by our man, Gates.

Enamels, Inc., makes art stuff as well as doing custom work for other manufacturers. Varden had spread himself on a campaign. All data determined in advance, policy agreed on, all set. Beautiful, intriguing, interesting stuff. Passed around the office for everybody to admire. Boss said: "Boys, if our shop can turn out stuff like that, there's no account in the country that we shouldn't be able to get." For once everybody agreed with him.

President of Enamels, Inc., came in, talked with Gates and Varden. Both smiled as they produced the knock-out copy and design. Here's where they'd knock the old boy for a goal. *Did they?*

President looked at it. "Very pretty," he said, "but boys, I've got a surprise for you. It's a whizz!"

Seems this prexy himself had invented an improved process. Adds 1½ per cent to the life of the enamel. If the regular enamel will wear for a hundred years, this improved stuff will keep its luster a hundred and one years and six months, get me?

Ordinarily such a fact would be

given in one sentence—or put in a box with a scare head. But it seems this enamel had been approved by some testing bureau.

"I have a suggestion to make," said prex. "Here are some pictures of the bureau testing the enamel. Can't we use them as the basis of our layouts, with text to match?"

Varden and Gates said: "Rotten! Putrid!" They didn't use those words, but took the polite and euphonious form of conveying the same idea.

What words did they use? I'll not tell you. That's an advertising agency trade secret which I'll not divulge to anybody.

No go. More prexy's suggestion was knocked, the more it became a conviction and a demand. Well you know what happened. Funny thing, too, this prex is artistic himself. Ordinarily this campaign of Varden's would knock him off his pins, but he's got a taste of bureau approval and he's drunk on it.

Boss says keep this campaign on ice and when this gink goes broke we'll sell it to another enamel house.

Every agency thinks it is going to do something like that but I never heard of it being put over, did you?

Varden expected a raise, needed it. "Fat chance," says he, "for a raise on a campaign that goes into the waste basket!" Then I spent two hours persuading him to stay on his job.

GROUCHO.



Caterpillar Tractor Company doubling size of present plant. To employ over 2,000 men within the next few months, doubling their present payroll. \$400,000 Federal Barge Terminal and many other projects under way.

Advertisers Are Capitalizing on Peoria's Prosperity!

... and most local and national advertisers find The Peoria Journal-Transcript adequate to cover Central Illinois.
 "You really need nothing more . . . you can't afford to use less."

THE PEORIA JOURNAL-TRANSCRIPT
 Peoria, Ill.
 Chas. H. Eddy Co.
 Nat'l. Representatives

Chicago Boston
 New York



Whole Industry Benefits by Un-biased Consumer Guide Book

Book Issued by Save the Surface Campaign Points Out Eyesores to Sell Paint Beauty

IN developing consumer sales in the paint and varnish industry, one of the major problems has been so to simplify the mechanics of application that any home job will be finished as nearly perfect as possible and thus become a favorable selling factor for the individual brand used on the job. A ninety-two page book recently issued by the Save the Surface Campaign of the paint and varnish industry illustrates how manufacturers in this field are meeting this problem and backing their solution with constructive advertising and promotion.

According to H. E. Mordan, business manager of the Campaign, it is just as hard for one manufacturer in the industry to put out constructive literature that will carry conviction, as it is for individual manufacturers in other fields to generalize without dropping into the pitfalls of self-promotion which makes so many readers of such literature skeptical of its basic truths. For this reason, "The Guide Book of Painting and Varnishing" has been produced in an authoritative and unbiased way without mention of individual brands or formulas; even the Campaign's name being used only in the copyright notice.

This has given the book the appearance of complete lack of bias, which is desirable from the standpoint of the consumer and which also is attractive from the angle of individual manufacturers, because it enables them to buy the book in quantities and to offer it to their own customers as an authoritative survey of painting practices at a cost to themselves that is very small in comparison with the cost of such a book if produced singly.

"There were two secondary problems—though very important ones—which also had to be handled in putting out our book," said Mr. Mordan. "The first was to insure

the technical correctness of every statement. This was taken care of by having the director of the Institute of Paint and Varnish Research verify the book's contents to preclude any possible criticism. The second problem was to handle the painter problem.

"It is a fact that the painter, though he realizes conditions, does not like to admit that the homeowner does any painting on his own. As our booklet was directed to the homeowner, this attitude on the part of an important group in our trade made it very difficult for us. We need the painter's co-operation, for the very reason that our associational work depends upon his support as well as upon that of every unit in the industry. Only when all units talk our work over favorably do we get the full benefits of our national advertising and promotion.

No Do-It-Yourself References

"Accordingly, we had to leave practically all do-it-yourself references out of this consumer book. This would appear as though we had lost the main purpose of the survey. However, we got around this very simply. In every chapter we said, "For further information on this subject consult your painter and paint dealer," at the same time between the lines suggesting our ideas as being entirely practical for the homeowner's use.

"In this way we aided all factors in our trade. The manufacturer was helped by the book's talking better painting and more of it. The painter was promoted through consistent and prominent playing up of himself as a source for good painting. The paint dealer for his part profited from this promotion of the painter and also from the effort to indicate to homeowners how they could paint for themselves."

It is interesting to see how the

THE WORLD'S WORK

Marks

Two Anniversaries

IN November **THE WORLD'S WORK** observes its 80th year with an issue devoted in part to the great progress in the development of our world during the past three decades, a progress which it has interpreted and to which it has made its contribution.

Also, **THE WORLD'S WORK** observes another anniversary in which it takes justifiable satisfaction. October completes 25 years of continuous advertising of Messrs. Tiffany & Company, during which time their dignified and impressive announcements have appeared on its first page. The House of Tiffany is an American institution, known to the whole country, and the Tiffany name has become a synonym for integrity and quality. It is naturally a matter of pride and gratification for **THE WORLD'S WORK** to point to this unbroken association for a quarter of a century.



THE WORLD'S WORK

DOUBLEDAY, DORAN & CO., INC.

Publishers

The Younger Set...is sophisticated

...speedy
...expensive

JUST when it is being quiet and good through having inveigled Papa into buying a bauble of pearls and diamonds, **TOWN & COUNTRY** appears

to remind it that it must dash over to Antibes...that it can't get through the season without some new riding togs... that its style will be perpetually cramped sans one of those new little roadsters

The Younger Set wants to know and wants to buy...It won't put up with dull suggestions...**TOWN & COUNTRY** gossips easily and brilliantly about sports...clothes...the theatre...about all the people whom the Younger Set will break its young neck to know...Supported by its brilliant advertising pages Miss Graduate and Mr. Freshman are the most formidable buying force in the country

SINCE 1925
TOWN & COUNTRY
has published
in excess of a
million lines
of advertising
ANNUALLY...
over 1600
pages

major problem of the industry was handled—that of simplifying the mechanics of painting so as to make a good job the starting point for future increased painting. On the principle that a homeowner, dissatisfied with results of his painting efforts, gives up further attempts to paint, whereas if he knows how to apply paint effectively his interest is stimulated, the booklet attempts to do two things: First, to tell the homeowner what to use; second, to tell him how to put it on or have it put on. Both of which are told so simply and completely that the layman can understand.

To arouse primary interest, the booklet throughout reveals eyesores in the ordinary home to the modern housewife—but reveals them indirectly. Instead of saying, for example, that the living-room too often is dull and dreary, this booklet says: "An attractive, comfortable corner of a cheerful home and an interesting book invite the younger members of the family to remain at home. Light natural backgrounds economically achieved with paint provide the perfect balance for colorful fabrics, bric-a-brac, books and flowers." Such a living-room is then pictured and a very positive impression given so that the eyesores of the reader's own living-room are indirectly brought to mind along with a helpful direct suggestion for changing the eyesores to something attractive.

This constructive method of suggestion is carried out in such chapters as: Color, When to Paint, General Directions, Exterior Painting, Interior Painting and Varnishing, Walls, Ceilings, Woodwork, Floors, Furniture, Radiators and Pipes, Miscellaneous Painting and Spray Paintings. Seventy-one pages provide text and illustrations, the cost of the booklet being materially reduced through the use of color plates donated by individual manufacturers and plates previously used in the Campaign's national advertising.

This book, which came off the presses in August, is being distributed in five ways:

1. Through national advertising

which will begin in November and which will carry a 25-cent coupon.

2. Through home and farm magazines which will also put it into readers' hands on the 25-cent basis.

3. Through home demonstration agents, county agents and country teachers.

4. Through manufacturers who are distributing it similarly for associational window displays; that is, by buying it at low cost from the Campaign, imprinting it, and putting it into the trade's hands.

5. Through local and State hardware dealer associations at whose monthly meetings the Campaign will present sample copies and then ask for counter distribution, such counter distribution either to be at the dealer's expense or on the regular 25-cent basis, depending upon the individual paint dealer's judgment.

The booklet was announced to the industry in a broadside, "Paint the town with this book!" which went to all manufacturers of paint. That it "will reveal 100 eyesores to the modern housewife" was the dominant note of the broadside's appeal, backed with the fact that every available new finish and method of painting was included to help the homeowner do a first-class job that would stimulate the further use of paint.

"The reaction to the booklet," said Mr. Mordan, "has been more than favorable. While it is hard to estimate the ultimate use of our booklet, we believe it will run into 250,000 copies in its first year."

To Represent "Southern Dry Goods Merchant" in West

W. Douglass Hall, for the last year on the staff of *The Southern Dry Goods Merchant*, New York, has been appointed Western representative of that publication. He will handle all advertising west of Pittsburgh.

C. I. Heikes Returns to Middleton Agency

C. I. Heikes, recently vice-president of Holmes Thompson, Inc., Montreal advertising agency, has returned to The Middleton Advertising Corporation, Philadelphia, with which he was formerly associated.

It's All in the Point of View

A Little Tale That Might Also Be Entitled: There's a Light Burning in the Office

By Edward Prager

The Joseph Katz Company, (Advertising Agency)

IT happened at the agency one evening this summer, while I was working "after hours."

I was buried in a page furniture layout, when the phone rang. I picked up the receiver, and a pleasant, businesslike voice said, "A light is burning in the office. Will you please fix it?"

With my mind full of cogswell chairs and smoking stands, I answered, "Yes, I know there's a light burning in the office. I'm working here, that's why."

Incoherent conjectures raced through my mind. I recognized the voice as a telephone operator's voice—but why should she call up to tell me the light was burning? Had someone notified the telephone company? But why the telephone company? And why be so absurd as to tell me the light was burning, when I was using the light myself?

My answer evidently hadn't satisfied the operator. Again she said—this time not quite so pleasantly—"There's a light burning in the office. Will you fix it please?"

"What do you want me to do?" I asked. When she again began, "There's a light . . ." I cut in with "All right," and philosophically hung the receiver on the hook.

Back into the sea of picas, rules, and living-room suites I plunged, still without the slightest idea of what she wanted me to "fix."

I had shuffled around three suites and a table or two, when the phone jangled again. Pettishly I picked up the receiver once more. "Yes?" I began.

"Is this Vernon 7095?" It was the same operator.

"Yes," I answered.

"Well, I called you a few minutes ago and told you there was a light burning in the office. It's still burning. Will you please put it out?"

"I know darn well it's burning,"

I answered. "I put it on myself, and I'm still using it."

"But you'll have to put it out," she said. Reflecting on the futility of arguing with women—especially telephone operators—I hung up.

The next interval of silence was so short that I had scarcely time to move a washing machine and a vacuum cleaner.

The telephone bell burst out stridently and annoyingly. This time, a new voice, with a note of authority. "There's a red light burning in the office."

Ah! a clue! A red light!

"You must be mistaken," I replied, "there are no red lights here."

"I mean there's a red light burning in *this* office," she countered.

The clouds began to lift. Through the fog of misunderstanding, I began to see the truth. It was a light on the telephone company switchboard she was talking about.

"That's very interesting," I rejoined. "And what do you want me to do about it?"

"Disconnect on 7096," was the terse reply.

"How do you disconnect?" I asked in my abysmal ignorance.

"I'm not an operator."

"Hang up the receiver," she said.

I sank back exhausted.

For five minutes the first operator had been trying to tell me to hang up the receiver in the room next to mine. And finally I had wrung the naked truth from the second operator.

* * *

Now, ladies and gentlemen, what is the moral of this strange incident? And what has it to do with advertising?

Just this: How many advertisements say to the consumer, "a light is burning in the office," when they are trying to tell him to "hang up the receiver in the next room!"

And how insidious a thing is point of view. How many adver-

"—useful to all businesses, the little ones and the big ones alike!"—BRUCE BARTON.

BUDGETARY CONTROL OF DISTRIBUTION

Just
Published!



Price
Only
\$4.00

By T. O. GRISELL

Director of Marketing,
Batten, Barton, Durstine & Osborn

IN what local areas to spend advertising money, use salesmen, promote retail dealer aids; how to stop selling and advertising wastes;—these are the problems to which the widely known Grisell method supplies a new and accurate answer.

Every manufacturer and sales manager studying retail outlets and selling costs, every national advertising manager of a newspaper, and his advertising salesmen, will find this just the book he is looking for.

Such chapter headings as "Why Budgetary Control?", "The Sales Quota", "Sources of Waste", and "Writing a Budget" indicate the scope and importance of the volume.

The author, as marketing counsellor with a great agency, has spent thousands of dollars to perfect these marketing and sales plans. Here is the specific formula—formerly available only to private clients—which he has worked out, made graphic with maps, charts, and tables.

Extraordinary Endorsements!

"Should be useful not only to business managers and circulation managers in securing more space and added circulation, but also to advertisers who want to get better results from space used in selected newspapers."—James Melvin Lee in *Editor and Publisher*.

"Logical, understandable, and tremendously interesting reading. Most useful in guiding thinking on budgeting. I am making a personal campaign to get every department head to read it."—A. H. Ogilvie Sales Manager, Bauer & Black.

"Essentially for distributors of goods to the retailer, but the principles enunciated may well be applied by the retailers themselves. Recommended to the attention of all alert business men."—*Women's Wear*.

FREE EXAMINATION!

P 110

HARPER & BROTHERS,
49 East 33rd Street, New York

Please send me a copy of *Budgetary Control of Distribution*, \$4.00.

☐ I will remit \$4 in 10 days or return book.

☐ Check is enclosed. ☐ Send C. O. D.

Name _____

Address _____

Business Connection _____

(Please fill in.)

Books sent on approval in U. S. and Canada.

tisements miss the point because the manufacturer—the seller—the advertising manager—the agency—or the copy writer—has a point of view.

Point of view leads an advertiser unwarrantedly to assume public knowledge of his product—and to publish advertisements that skim neatly and harmlessly over the heads of the prospects.

Point of view leads an advertiser to overlook features of his product that the public would read about greedily—to overlook them because "oh, everybody knows that already."

"But one must have a point of view," I hear someone saying.

Certainly. Get the consumer's. Then you'll know he wants to be told to "hang up the receiver!"

New England Clubs Program Ready

"UPWARD Trends in Advertising" will be the theme of the program of the tenth annual convention of the First District of the Advertising Federation of America, which consists of the advertising clubs of New England, to be held at the Hotel Stratfield, Bridgeport, Conn., October 28 and 29. At the luncheon which will open the convention Governor John H. Trumbull of Connecticut, Miss Amelia Earhart, assistant to the general traffic manager, Transcontinental Air Transport, Inc., and Henry J. White, secretary-treasurer, Willson Flying Corporation, New York, will be the speakers. The rest of the program includes:

October 28, afternoon: John H. Clyne, chairman of the New England district and manager of the C. E. Longley Company, New Haven, presiding. "Facts, the Basis of Sound Advertising, and How to Get Them," Dr. W. J. Reilly, research director, The Erickson Company, New York; "Results in Public Utility Advertising," L. D. Gibbs, vice-president of the Edison Electric Illuminating Company and president of the Public Utilities Advertising Association; "The Publishers' Responsibility in Market Analysis," L. J. McCarthy, associate director, marketing division, International Magazine Company, New York; "Fact Finding in Wholesale Distribution," Lewis H. Bronson, Bronson & Townsend Company, New Haven; and "New Uses of

Retail Advertising," Paul R. Ladd, secretary, Retail Merchants Division, Chamber of Commerce, Providence, R. I.

October 28, evening: Charles C. Younggreen, president of the Advertising Federation of America, will speak on "Advertising Charted for Continued Progress."

October 29, morning: Chester F. Edwards, secretary-treasurer, Advertising Clubs of New England, presiding. "The Test of Good Copy," Ben J. Sweetland, president, Sweetland Advertising, Inc.; "Testimonial Advertising," Miss Elsie E. Wilson, sales promotion manager, *People's Home Journal*; "It's the Idea, Not the Idiom, That Makes for Better Copy," Curtiss S. Johnson, The Mantonach Company, Hartford, Conn.; "Dramatizing the Advertising and Selling Story," H. F. Barnes, department of publicity, Edison Lamp Works, General Electric Company, Harrison, N. J.; "Whatsoever Things Are Lovely," Miss Marion F. Brown, advertising manager, R. H. Stearns Company, Boston; and "More Productive Use of Media," R. B. Davis, sales promotion manager, Raybestos Company, Bridgeport.

October 29, luncheon: Major P. F. O'Keefe, vice-president, Advertising Federation of America, presiding. "Echoes of the Berlin Convention," Gilbert T. Hodges, member of the executive board of the *New York Sun*; "The Retail Merchant in America," Joseph H. Appel, John Wanamaker; and "Selection and Use of Media," Bernard Lichtenberg, director, Alexander Hamilton Institute.

New Independent Stores for September Total 3,999

During the month of September, independent retailers opened a total of 3,999 new stores. Forty-one new chain-store organizations were formed during that period, and 1,074 new chain branches were opened. Forty-two chain stores were discontinued during the month, as against 550 independent stores closed.

This information is based on a survey directed by the Commercial Service Company, Inc., New York. The report shows the changes effected in twenty-five classes of retail outlets. New chain branches were most prolific in the automobile, accessory and oil filling station field, with a total of 247. Grocery and meat was the second classification with 227, general, variety and dry goods third with 174, followed by women's furnishings and millinery, 110, men's clothing and furnishings, 82, and shoe stores, 63.

Independents were also most active in opening new outlets in the automobile, accessory and oil filling classification in which 618 new independent stores were opened and 37 discontinuances were reported. Second was women's furnishings and millinery with 490 new outlets and 56 discontinuances. The grocery and meat class was third with 452 new stores opened and 68 discontinuances.

Is it really hard to get good dealers?

Your district manager—or traveling representative—will sooner or later turn up at the local banker's office to get credit information on prospective dealers.

And how much easier it will be for both your representative and for the new dealer if you tell the banker in advance who you are, what you offer and the value of your dealer franchise.

Several national advertisers are doing this now—effectively—through Burroughs Clearing House for they know that it is read by the bank executives who are in direct contact with local business men and by the bankers that your men sooner or later contact.

Round out your 1930 sales and advertising campaign with a small investment in winning the banker's influence for yourself and your dealers. It is an investment that will be more and more profitable in the years to come.

Our representatives will be glad to tell you about the success of other concerns in winning the influence of the banker. They can give you also a breakdown of Burroughs Clearing House circulation by states, counties, cities, individuals—or any other classification you have in mind.

The Burroughs Clearing House

Second Boulevard at Burroughs Avenue, Detroit

Now that advertising combines the spoken with the written word

IT is only natural, considering the universal character of their experience, that certain advertising agencies have made themselves invaluable to advertisers whose appropriations can justifiably include an adequate amount of radio broadcasting.

Indeed, whenever an advertising program "on the air" strikes you as unusually effective and well done, inquiry will almost invariably reveal a capable advertising agency behind its

preparation and presentation.

The Roche agency, directing some of the most elaborate and extensive radio broadcasting of the day, also handles some very unpretentious programs.

In its radio activities, as in its other advertising work, a notably successful principal takes active and responsible command.

No client here, however small, is ever classified as minor.

Roche

ADVERTISING COMPANY

The Twenty-Sixth Floor of the Straus Building

CHICAGO

New York

Buffalo

Advertising the Chicago World's Fair

Paid Advertising Is Expected to Play a Large Part in Selling the World's Fair

By Homer J. Buckley

Chairman, Committee on Public Information, Chicago World's Fair Centennial Celebration—1933

THE question is being asked: "What kind of publicity job is going to be done for Chicago's 1933 World's Fair?" "Will it be publicized and advertised to the world in the same old way as previous expositions, or will it be planned as a campaign of advertising representing the best ideas of modern advertising and publicity methods?"

Rumors have percolated through various channels that there will be no paid advertising to publicize the Chicago exposition, and that the officers and trustees will follow the old exposition policy of depending on news bureaus and free publicity to do the job.

Such reports are without foundation and for the purpose of clearing up any misunderstanding, and to spike any false reports, let me briefly review the facts in the situation and give a clear picture of the task we have before us.

The Chicago World's Fair Centennial Celebration is under way. The committee on public information is its selling organization. It is composed of eighteen outstanding men, thoroughly seasoned and experienced in all phases of publicity work, including paid advertising. They are, besides myself:

John D. Ames, vice-president, *Chicago Journal of Commerce*; E. M. Antrim, assistant business manager, *Chicago Tribune*; Charles E. Byrne, vice-president, Steger & Sons Piano Mfg. Co.; Paul E. Faust, treasurer, Mitchell, Faust, Dickson & Wieland, Inc.; James R. Haydon; Mrs. Winifred Mason Huck, *Chicago Evening Post*; Peter S. Lambros, publisher, *The Greek Star*; Harry Lipsky, publisher *Jewish Daily Courier*; E. L. McCarthy, manager, advertising and research dept., Montgomery Ward & Co.; W. Frank McClure, vice-president, Albert Frank & Co.; William D. McJunkin, president, McJunkin Advertising Co.; Martin J. Quigley, editor, *The Chicagoan*; Harry C. Read, city editor, *Chicago*

Evening American; G. R. Schaeffer, advertising manager, Marshall Field & Co.; Henry J. Smith, managing editor, *The Chicago Daily News*; Charles S. Stanton, managing editor, *Chicago Herald and Examiner*; Arthur D. White, advertising manager, Swift & Co.

The Committee faces these three distinct but related tasks:

1. The exposition must be sold as a civic enterprise to some 5,000,000 persons who live within seventy-five miles of the loop.

2. The exposition must be sold as a national achievement to the 120,000,000 people of this nation.

3. The exposition must be sold as a world project to all nations, a milestone in the progress of all members of the human family.

The first task is complicated. It must sell Chicago, the real Chicago, the Greater Chicago area, to busy folks who get first-hand knowledge only of their own neighborhoods, and badly distorted conceptions of other neighborhoods, such as the big city, which is pictured in too many of the daily headlines as a city quite completely crime-infested, and therefore rated wicked among the cities of the world. These citizens must be made to see the true Chicago, the busy Chicago which is building toward her destiny.

Because of her history and traditions, and because of changes which have come over the world, Chicago's new World's Fair must be unique. Another fair of the former type—miles upon miles of catstups and soaps, pianos and pumpkins and livestock; a general ballyhoo with trumpet accompaniment and animated by whirling dervishes—such a fair is simply unthinkable at this stage in the life of the world.

Chicago will present to the world, in 1933, an exposition of a "Cen-

Good Copy

Genuine enthusiasm is an infectious quality.

Based on good faith it is a valuable quality.

As the vital spark of good copy it can sell the merchandise which inspired the convictions.

**HAWLEY
ADVERTISING
COMPANY**

Inc.

**95 MADISON AVE.
NEW YORK CITY**

tury of Progress," of economic, industrial, commercial, educational and spiritual advancement. For part of this show Science is put on the open stage to disclose her *processes* rather than her *products*. Science and Art in action have the center of the stage.

The committee on public information has this new kind of world enterprise to sell to this and to all nations.

Immense facilities have been born since the days of Moses P. Handy, the director of publicity for the 1893 Columbian Exposition. Partly as a result of his genius for publicity, Chicago now has some 20,000 national and international advertisers, manufacturers, distributors, financial and transportation corporations, many of whom will cheerfully devote part of their paid advertising space to World's Fair publicity. Properly organized, developed and directed this will aggregate a total of several million dollars in paid advertising. National and international bureaus of news and of publicity, radio hook-ups and motion pictures have been created since 1893. My personal experiences in Europe during the last summer proved that all the great avenues of publicity abroad are open to us.

Confident that the attendance will be from three to five times that at the World's Fair of 1893, Chicago citizens generally, advertisers particularly, have great interests at stake in giving the new exposition the very widest and most favorable publicity.

The fact that Chicago's new World's Fair is financed locally, with no subsidies from the treasuries of the city, the State or the nation, gives the enterprise live news value.

Premature publicity may be even more disastrous than misplaced advertising. But that this great enterprise can be "sold" to every one concerned without paid advertising is a conclusion which neither the chairman nor any member of the committee on public information could form or express. On the other hand, realizing the enormous task ahead of it, that committee

a letter
to
PUNCH
that
speaks
for
itself

GODFREY DAVIS & CO.
26 ALREMARLE STREET, LONDON
W.1

Miss M. J. Lyon
Advertisement Manager
"PUNCH"

August 30th, 1929.

Dear Madam,

You will be interested to know that our recent Colour Page in Punch has brought us astonishing results.

We have already received over 700 replies—a tribute to the brilliant work of our agents Messrs. C. Vernon & Sons, Ltd., and equally a tribute to the width and the quality of Punch circulation.

It is the final justification of an advertising policy which began with mere eighth-pages and, as you have seen, has developed into whole pages both in one, and in full colour.

In congratulating ourselves on that our money has been expended profitably, we congratulate the Proprietors of Punch on the consistent excellence of their pages and their service to those who would advertise wisely, economically and successfully.

Yours faithfully,
P. P. Godfrey Davis & Co.
N. Boyd-Moss,
Manager.

MARION JEAN LYON ADVERTISEMENT MANAGER PUNCH : 80 FLEET ST. LONDON ENG

RADIO Advertising

—a la
Carte!

**PIONEER Broadcasts of
Broadway Talent
from ANY Station—
at ANY Hour—
Cost Only Station Time!**

For the first time in the history of Radio, PIONEER brings exclusive advertising programs of Broadway talent on the air from ANY Station or Stations the Advertiser selects—at ANY local hour the Advertiser desires. The Advertiser has *carte blanche* in selecting stars, orchestras or other talent—and Ted Nelson stages the program in his famous, inimitable way.

A PIONEER Master Record is made through the microphone of the "dress rehearsal"—and then transcribed for the O. K. of the Advertiser. Duplicates of the Master Record (special 16" discs, each playing 10 to 15 minutes), are made and marked for release at the scheduled hour, and forwarded to the various Stations.

Every PIONEER Program is a perfect human broadcast

You pay for the Talent but *once*; the only additional costs are for discs and Station Time. The PIONEER Plan makes "spot" or community broadcasting of Broadway programs practical, reasonable, *checkable*. Programs run from 15 minutes to ½ hour or longer. Advertisers and Advertising Agencies are respectfully urged to get details at once. Wire or phone.

Usual
Advertising
Agency
Commission

T. M. NELSON, President

PIONEER BROADCAST SERVICE
Incorporated

1775 Broadway (General Motors Building) N. Y. City

Phone: Columbus 1981





Include These Services

- 1 Experienced Showmanship.**
- 2 Wealth of Exclusive Talent.**
- 3 Complete Musical Library.**
- 4 Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.**

The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.

JUDSON
RADIO PROGRAM
CORPORATION
 Steinway Building
 NEW YORK CITY
 CHICAGO OFFICE
 Tribune Tower
 Chicago, Ill.

approaches its work calmly and sanely as befits a work of enlightenment. It has no desire to "advance" for a circus.

The blueprint period of preparation is almost ended. When the architecture commission enables the trustees to give the word, the committee on public information will act vigorously, with precisely the same forethought and energy as if the project were operated for private profit and the committee were hired to sell it effectively to the world.

"Tatler and American Sketch" Adds to Staff

MacGregor Davidson, formerly an account executive with The Lawrence Fertig Company, Inc., New York advertising agency, and, at one time, with The Moss-Chase Company, Buffalo advertising agency, has been appointed advertising manager of the Carlton Publishing Corporation, New York, publisher of the *Tatler and American Sketch*.

Leslie E. Strang, formerly with the Hearst Publications and The Lawrence Fertig Company has been appointed assistant to Mr. Davidson.

H. H. Frost, President, Utah Radio

Major Herbert H. Frost, who recently resigned as vice-president and general manager of the Kolster Radio Corporation, has been elected president of the Utah Radio Products Company, Chicago. He succeeds David Neff, resigned.

The Utah company has recently made arrangements for acquisition of the Carter Radio Company, Chicago, and the H. H. Eby Manufacturing Company, Inc., Philadelphia, both radio parts manufacturers.

New Accounts for Porter-Eastman-Byrne

The Reliance Realty Mortgage Company, Chicago, has appointed the Porter-Eastman-Byrne Company, advertising agency of that city, to direct its advertising account. Newspapers, magazines and direct mail will be used.

P. H. Henoach & Company, Chicago manufacturers of cutlery, have also placed their advertising account with the Porter-Eastman-Byrne agency.

A. M. Pearson with Durant Motors

A. M. Pearson, formerly transportation engineer for the Federal Motor Truck Company, Detroit, has joined the advertising division of Durant Motors, Inc., of that city.

THE TRADITIONAL LETTERHEAD

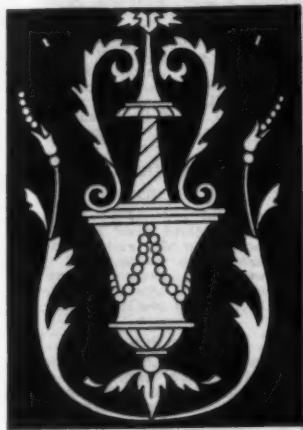
may have a sentimental value . . . but

it is sometimes a decided liability : : :

One of the jobs of a new agency or advertising manager is often to sug-

gest a letterhead in keeping with

the dignity and prestige of the firm.



Crane's Bond — a 100% new white rag paper—reflects quality and distinction in every fibre. The slight difference in price between Crane's and the usual letterhead is a sound investment in prestige and good will.

CRANE & CO., Inc.
DALTON, MASS.

CRANE'S BOND

for letterheads and envelopes



*For your marquise diamonds, silken
snare hosiery, and cool creams, don't
overlook this type . . . It is Nicolas
Jenson Italic, a new type design by*

L U D L O W



Ludlow types set by the Ludlow method constitute the most economical system of hand-set composition known today. A request will bring you the facts.

LUDLOW TYPOGRAPH COMPANY
2032 Clybourn Avenue, Chicago

Reprints of this page for your file will be cheerfully sent upon application

H. S. Greene with Chain Belt Company

Hibbard S. Greene, formerly vice-president in charge of sales of the Barber-Greene Company, Aurora, Ill., belt conveyors, has been appointed assistant to the president of the Chain Belt Company, Milwaukee. He will be in charge of marketing plans for the Chain Belt Company, the Sivyer Steel Casting Company, the Federal Malleable Company and the Interstate Drop Forge Company, all of Milwaukee, as well as the Stearns Conveyor Company, Cleveland, a division of the Chain Belt Company. All of the above companies are controlled by the same financial interests. Mr. Greene's headquarters will be at Milwaukee.

"The Institution Buyer" to Start Publication

A new monthly magazine, *The Institution Buyer*, will be published at New York by The Institution Publishing Company, beginning with a December issue. The new magazine will be devoted to the problems of buying for hospitals, colleges, hotels and other institutions. The type-page size will be seven by ten inches.

J. F. Kennedy is president of the new publishing company. D. P. Murphy is vice-president and E. C. Crowley, secretary-treasurer.

Stern Brothers Appoint Laurence Riker

Laurence Riker has been appointed controller of Stern Brothers, New York department store. He was formerly secretary and treasurer of Olmstead, Perrin and Leffingwell, Inc., New York advertising agency, now merged with The H. K. McCann Company.

Millis Agency Adds to Staff

Harry L. Bird, formerly managing editor of *Printed Salesmanship*, Chicago, has joined the copy staff of the Millis Advertising Company, Indianapolis.

Leonard B. Shick, formerly art director of the Indianapolis *Star*, has joined the art department of that agency and will be in charge of layout.

A. E. Widdifield, Secretary, Touzalin Agency

Albert E. Widdifield, formerly with the McJunkin Advertising Company, Chicago, is now secretary of the Charles H. Touzalin Agency, Inc., also of that city.

Insurance Account to Erwin, Wasey

The newly organized Washington Fire & Marine Insurance Company, Seattle, has placed its advertising account with Erwin, Wasey & Company.



Your Letterhead is YOU!

If there's anybody in the business world who is "kidding himself," it's the man who thinks it is shrewd economy to buy a cheap letterhead.

For there's no getting away from one essential fact: **Your Letterhead is YOU!**

It reflects the character of your organization as swiftly and surely as the clothes on your back reveal your personal characteristics.

Every day dozens of executives are judging you by your letter on your letterhead. Can you afford to give them a wrong impression of your business?

Send today for samples of prestige-building letterheads we have created for the exclusive use of our customers. Compare these letterheads with your own—and then decide if yours is all it should be. There's no obligation incurred by requesting these samples. Merely advise the office nearest you.

MONROE LETTERHEAD CORPORATION

1010 Green Ave. 167 N. Union St.
Huntsville, Ala. Akron, Ohio



CREATIVE MEN

≡ DEVOTING
THEIR ENTIRE
TIME TO IDEAS
AND LAYOUTS

BALANCED
BY 16 ARTISTS
WHO LOSE
NONE OF THE
SPARKLE OF
THE CREATORS

KONOR &
PETERS

INC

18 EAST 48 ST.

Canada Dry Wins "Canadian Club" Trade-Mark Case

THE Supreme Court of Massachusetts, in a decision on October 8th, ordered an issuance of a decree restraining the Canadian Club Corporation from using the names Canadian Club and Canadian Club Dry Ginger Ale in the manufacture and sale of carbonated beverages, and from licensing others to use this name in connection with the manufacture and sale of such beverages.

This decision brings to an end litigation started in 1927, when the Canadian Club Beverage Company brought suit to enjoin the Stoddard Canadian Club Corporation of Boston from using the trade-mark Canadian Club, alleging that the Canadian Club Beverage Company was the sole owner of this trade-mark and the Canadian Club Corporation had no right to its use.

The Stoddard Canadian Club Corporation was organized under the laws of Massachusetts, and has for the last three years been selling ginger ale extracts to bottlers throughout the country and licensing them to call the finished product Canadian Club and Canadian Dry Ginger Ale.

Prior to the institution of this suit the Canadian Club Beverage Company entered into a contract with Canada Dry Ginger Ale, Incorporated, to sell to Canada Dry its business together with the exclusive right to use the trade-mark Canadian Club. This contract provided for the suit and also provided if the suit was won by the Canadian Beverage Company, that the purchase by Canada Dry Ginger Ale, Incorporated, should be consummated. Thus, according to the decision of the Supreme Court of Massachusetts, Canada Dry Ginger Ale, Incorporated, becomes sole owner of the Canadian Beverage Company, and its trade-mark Canadian Club.

The Wilcox Novelty Company, Athol, Mass., has appointed Badger and Brown, Inc., Boston advertising agency, to direct its advertising account.

WHEREVER YOU GO YOU SEE DURASHEEN SIGNS



Bell Telephone signs withstand the ravages of all sorts of weather conditions. The very factors which cause the deterioration of other signs—rain and sunshine—serve to keep DuraSheen porcelain enamel signs looking spic and span!



A splendid collection of DuraSheen signs produced for Ice Cream Manufacturers will be exhibited at our booth at the Ice Cream and Dairy Exhibit, Royal Coliseum, Toronto, October 21st to 26th.



The **BALTIMORE ENAMEL** *and NOVELTY COMPANY*

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

Y Your firm doesn't need more help; it needs more time

One sure way to gain time is to provide instant dictation service. Put an Ediphone at a dictator's desk and see his time for other duties increase from 10 to 20%.

The Ediphone and the telephone, for written and oral messages, take the lost motion out of communications, with a time gain . . . like adding more help.

Let us prove this at your desk. Telephone "The Ediphone," your City, and ask for the book, "An Easy Way to Chart Your Correspondence."

Ask for Travel Service

THOMAS A. EDISON, INC.

ORANGE, N. J.



Ediphone
Edison's New Dictating Machine
World-Wide Service in all principal cities
LONDON OFFICE:
Victoria House, Southampton Row

Radio Program Monday Evenings

Advertising Agency Makes Public Stock Offering

Rudolph Guenther-Russell Law, Inc., financial advertising agency, is offering an issue of 55,000 shares of common stock. Advertisements formally presenting the offer report that total billings of the agency for advertising placed during the twelve-month period ended June 30, 1929, showed an increase of 31 per cent over the previous twelve months and of 72 per cent over the similar period in 1926-27. The volume of business in each of the months of the present year the advertisement reports, has exceeded that of the corresponding month in the preceding year. During the last three years gross billings to clients for general financial advertising, as distinguished from advertising of original syndicate offerings of securities, have averaged approximately 70 per cent of total billings of the agency. For the fiscal year ended May 31, 1929, such general financial advertising amounted to more than 75 per cent of total billings.

Net profits of the agency for the year ended June 30, 1929, amounted to \$472,325, against \$371,381 for the year ended June 30, 1928, and \$262,581 for the year ended June 30, 1927. Net profits for the six months ended June 30, 1929, amounted to \$313,773.

B. B. D. & O. Adds to Staff

Howard Angus, formerly manager of licenses and public relations of the Radio Corporation of America and, before that, vice-president of the National Broadcasting Company, has joined Batten, Barton, Durstine & Osborn, Inc., as an executive. He will be engaged chiefly in broadcasting activities.

Kenneth M. Fickett, formerly an announcer with the National Broadcasting Company, has also joined the radio staff of Batten, Barton, Durstine & Osborn. He will assist Arthur Pryor, Jr., in the production of radio programs.

Mavis Bottling Advances

J. R. Bryant, Jr.

J. R. Bryant, Jr., formerly manager of the distributing branch at Baltimore of the Mavis Bottling Company of America, has been appointed to take charge of Mavis sales and advertising, with headquarters at New York. He succeeds A. Donald Stewart, who has resigned to become vice-president of the newly formed Whitefield Citrus Products Corporation, Long Island City, N. Y.

Hotel Lexington Account to Presbrey Agency

The Frank Presbrey Company, New York advertising agency, has been appointed to direct the advertising account of the Hotel Lexington, a new hotel opened at New York under the management of the American Hotels Corporation.

We are pleased to announce
the election of



HUMPHREY M. BOURNE
as Vice-President in charge of
Copy

As advertising manager for H. J. Heinz Company for four years, and because of his close identity with the advertising and sales of other national food products, Mr. Bourne is a logical factor in an advertising organization known for its long and successful record.

Street & Finney Inc.

40 WEST 40TH STREET · NEW YORK CITY

G. M. BASFORD COMPANY

INDUSTRIAL ADVERTISING

17 East 42nd St., New York, N. Y.

announces the opening of a

PITTSBURGH OFFICE

in the

KOPPERS BUILDING

This step is taken in the interest of the Company's expanding business among the industrials of Western Pennsylvania and Ohio.

Willoughby S. Leech is in charge of the new office. He is well-known in Pittsburgh through his former sales and advertising connections with some of the largest manufacturing companies in the district, including Westinghouse Electric & Manufacturing Company and A. M. Byers Company, and through the Advertising and Sales Counsel work in which he was engaged for about eight years.



Founded 1916

Canadian Contractors Join in Co-operative Campaign

Public Is Being Told of the Part the Contractor Plays in Industrial Development

CANADIAN General Contractors, an organization comprising many of the leading building firms of the Dominion of Canada, have begun a series of co-operative advertisements to bring home to the Canadian public some of the wonders of its country's industrial development and the part that the contracting industry has played in this development.

Many of the larger Canadian general contractors have nursed the idea of co-operating in an advertising campaign for many years. This idea has at last borne fruit in the formation of the association, the Canadian General Contractors, and also in the formation of a bureau, the Contractor Publicity Service of Canada, which attends to all advertising appropriations, contributions, etc. John Y. Bewes, Jr., director of the bureau, states that, although the campaign has just started, there is already an increased interest in advertising manifested by members of the newly-formed association.

"We believe," says Mr. Bews, "that Canadian firms that have grown with the country are capable of doing as good, if not better, work than outside firms through their knowledge of Canadian conditions and problems. By means of this advertising campaign we hope to put over this idea in a constructive manner."

Funds for the campaign were raised through equal contributions

from each of the subscribing members. It was impossible to raise this fund on a pro-rata basis because of the individual point of view of some of the members of the association. Many were rather jealous of their business and reputation since it is so highly competitive. The consensus of opinion, however, was that equal contribution and representation be the keynote and that each contractor have one of his achievements illustrated in the series.

The headlines of some of the advertisements in the series will suggest the message that is being put over by the campaign: "Canadians Build Best for Canadian Prosperity," "Canadian-Built Buildings Win World Renown," "Canada's Public Buildings Are Built by Its Own Citizens" and "Modern Office Buildings Reflect the Skill of Canadian Contractors."

The copy of a typical advertisement in the campaign reads as follows:

Think of Canada's greatest achievements in construction—recall those buildings most admired by visitors! Almost invariably, they have been truly Canadian from sub-structure to topmost pinnacle.

Canadian General Contractors have won an enviable position in their native land—and beyond! Their knowledge of Canadian conditions, their years of experience in this Dominion, their ample resources and equipment—these factors combine to produce mighty buildings of beauty and permanence.

And above it all is the hidden



Canada's Public Buildings Are Built By Its Own Citizens

THE

Under the general control of the Canadian General Commission, the efforts of all trades are voluntarily co-ordinated. These large firms, whose work is national in scope, are Canadian to the last man—in spirit, in personnel, in equipment, in collections. They show their national pride by supplying the use of Canadian material to the greatest degree possible.

**CANADIAN GENERAL CONTRACTORS**[illegible]

One of the Newspaper Advertisements Being Used by the Contractors.

A_N

EXCEPTIONAL REPRESENTATIVE

*for
Some Good
Publisher*

A very capable man is seeking a new connection with some good publisher.

He is well known and well regarded by agencies and manufacturers in the middle west and prefers a connection in this territory.

His capacities and abilities are above the average. His experience covers 15 years of merchandising and space-selling. He is 38 years of age. His references are of the best.

Our interest in seeing him make a good connection prompts this advertisement. He is not a member of our organization.

FULLER & SMITH

800 BULKLEY BUILDING
CLEVELAND, OHIO

equation—the human element. These Canadian contractors have invested their capital—and their lives—in this country. They and their children will grow old here, even as the buildings they are erecting with pride today will mellow with the advancing years.

This copy is followed by a list of names of the members of the association. Advertisements in the campaign will run every two weeks in a list of about eleven Canadian daily newspapers in Ontario and Quebec. For the present the campaign will run for a one-year period. It is hoped to extend it to a three-year campaign as soon as the present program is completed.

R. W. Woodruff Heads White Motor Company

Robert W. Woodruff, president of the Coca-Cola Company, Atlanta, Ga., has been elected president of the White Motor Company, Cleveland, manufacturer of White motor trucks and busses. He succeeds the late Walter C. White. Mr. Woodruff will continue also as president of the Coca-Cola Company.

Mr. Woodruff was formerly vice-president and general manager of sales of the White company. When he was elected president of the Coca-Cola Company he relinquished active direction of sales of the White company but continued as a director of the company and advisor to Mr. White.

H. S. Boyle to Manage Electrolux Sales Promotion

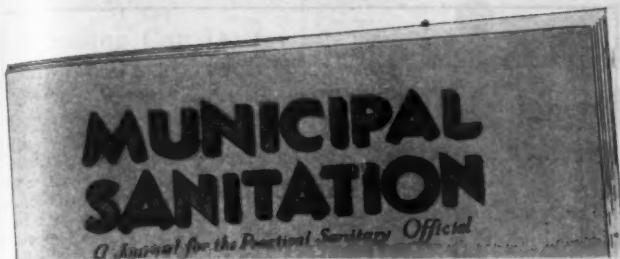
Howarth S. Boyle, formerly director of sales education of the Standard Gas Equipment Corporation, New York, gas ranges and appliances, has been appointed sales promotion manager of Electrolux gas refrigerators by Servel Sales, Inc., New York. He will be located at the Evansville, Ind., plant of the Servel company. Mr. Boyle was, at one time, sales service manager of the Boston branch of the United States Rubber Company, New York.

H. F. Huber Company Appointments

H. F. Huber & Company, New York, decorators, have appointed Miss Catherine Dunn as advertising manager and C. J. Comerford as sales manager. They will take charge of the work formerly done by the late John E. Hasler.

Ives Account to Southwick Agency

The Ives Corporation, Bridgeport, Conn., manufacturer of Ives working model trains, has appointed The Southwick Company, New York advertising agency, to direct its advertising account.



A New Publication responding to a growing need

ON January first the Case-Shepherd-Mann Publishing Corporation will add to their group of specialized publications covering fundamental municipal (and utility) fields, a monthly magazine to be known as **MUNICIPAL SANITATION**.

THE NEED

No field of human activity is more important than that of sanitation; not only the states but cities and towns the country over are today paying more attention to the various aspects of sanitation than ever before,—and yet until now, there has been no magazine devoted exclusively to the needs of public sanitary officials.

"Municipal Sanitation" will fill an urgent need by serving its field in the same practical way that Water Works Engineering serves the equally important field of water supply, with the cooperation of the outstanding leaders of the profession.

THE FIELD

The subjects to be covered include:

Sewer Construction; Sewage Disposal; Street Cleaning; Garbage Collection and Disposal; Public Baths, including beach control, etc.; Stream Pollution Control (industrial wastes, etc.); and subjects of such constantly growing importance as Mosquito Eradication, Shell Fish Protection, Atmospheric Pollution and Enforcement of Sanitary Regulations generally.

THE CIRCULATION

"Municipal Sanitation," with a minimum guaranteed circulation of 4,000 copies monthly, will reach: City Engineers, City Health Officers, Superintendents of Public Works—Sewers, Street Cleaning, Garbage Disposal, etc.; State Boards of Health, and Sanitary Engineers.

THE EDITORIAL STAFF— OUTSTANDING LEADERS

"Municipal Sanitation" will be under the active Editorship of Abel Wolman, Chief Engineer of the Maryland State Board of Health and internationally-known Sanitary Engineer.

The Chairman of the Editorial Advisory Board, cooperating with the Editor, will be George W. Fuller of Fuller & McClintock, President of the American Public Health Association, 1928-29; Arthur Tuttle, Consulting Engineer for New York City and former Chief Engineer Board of Estimate and Apportionment; Harrison P. Eddy, Metcalf & Eddy, Boston, international authority on sewage problems; Prof. C. E. A. Winslow, head of Department of Public Health, Yale University, ex-President American Public Health Association; Samuel A. Greeley, Pease, Greeley & Hansen, Chicago; O. M. Hood, Chief of U. S. Bureau of Mines, Pittsburgh; R. E. McDonnell, Burns & McDonnell, Kansas City; John R. Skinner, Sanitary Engineer, Rochester, N. Y.; F. W. Mohlman, Chief Chemist, Sanitary District of Chicago; Dr. Henry F. Vaughan, Commissioner of Health, Detroit, and ex-President of American Public Health Association; and Charles Gilman Hyde, Professor of Sanitary Engineering, University of California, Berkeley.

FIRST ISSUE

Forms will close for the first issue, dated January 1st, on Dec. 15th, and all copy and cuts should be in hand by that date. Rate card and full information regarding this unique publication will be gladly placed in your hands upon request.

Published Monthly by

Case-Shepherd-Mann Publishing Corp.
225 W. 34th St., New York—30 No. Michigan Ave., Chicago

Also Publishers of

Water Works Engineering

The only publication exclusively devoted to this fundamental field; member of A. B. C. and A. B. P.; edited by outstanding leaders of the profession; carries monthly more strictly water works advertising than any other publication.

Fire Engineering

Recognized as outstanding journal of the fire protection profession; leading authority since 1877; member A. B. C. and A. B. P. Full information regarding any of these publications gladly sent upon request.

Electricity on the Farm

The only publication edited exclusively for the electrified farm. Reaches the cream of farm market, without slightest waste, through the cooperation of power companies; September issue 244,000 copies; a fundamental link in your selling plan.

We take pleasure
in announcing that
MR. MAURICE S. GOULD

formerly
Vice President of
M. P. Gould Company, Inc.
New York

Has joined our Staff
as Vice President

CHARLES W. HOYT COMPANY, INC.

Planned Advertising

New York

What Advertising Can Do for Cinderella Products

(Continued from page 6)

trade with the modernity of the advertiser. The trade is naturally interested in doing business with a manufacturer who has the vision to use modern methods and keep on using them.

All other things being equal, the trade and the consumer will naturally give preference to an advertised line of goods. They are often even willing to pay a little more if they are convinced that it is economy to do so and that the house in back of the goods is well-known and reliable.

Another benefit which accrues from national advertising is that it is a wonderful stimulus for better distribution.

In order to get the most out of the advertising dollar spent, the attention of the advertiser is naturally directed to getting as many outlets as possible, so that the least resistance will be experienced on the part of the purchaser in obtaining the product.

The national advertising should always be used, of course, as a spur to greater activity by the sales force and by the whole home organization. The salesmen naturally become conscious of the efforts of the manufacturer. The manufacturer, in turn, can make greater demands on his men because of the additional selling aid he is giving them.

This is a phase of the matter often neglected. A national advertising campaign is one of the greatest educational forces for salesmen. Needless to say, it supplies each salesman with an extra tool in his selling kit which he should use at every opportunity.

Let me stress this point. Too often, sales managers yield to the suggestion of their men that the advertising message is "old stuff" to the trade. It is—and it isn't.

It is, if it is presented in a mediocre manner; just as the fact a man is carrying a line of buttons

The Atlanta Journal Atlanta, Ga.

A new, all-time top for advertising in a daily issue of The Atlanta Journal was reached with

310 columns

On Friday, October 11, 1929

*Advertising in The
Journal Sells the Goods*

Wouldn't You Rather Have Humanized Writing?

If you have something worth while to tell, and you can see an inviting career for the man who can tell it effectively, the specification of the opportunity would interest me immediately.

I can write "readability" and "man-to-man" feeling into information about products, practices, processes, services and institutions.

That has been part of my work for the last seven years as an editor of a national magazine.

I have ideas, intelligent enthusiasm, ingenuity, and good taste. I get along with people.

I am thirty-five, married, university educated, and practically trained in the affairs of business and of government.

Specimens in abundance and unimpeachable references, of course.

Address "X," Box 62, Printers' Ink,
185 Madison Avenue, New York City

Can YOU use an Engineer?

C. E., who can write for the trade and technical press; prepare both popular and technical pamphlets, direct mail, bulletins, brochures, or handbooks; handle people and correspondence tactfully and efficiently.

I am familiar with the construction field in most phases, with association methods and routine, A.S.T.M. practice, laboratory procedure, plastic paints, plant and practice description.

A real opportunity means more to me than immediate salary. Married, 35, Protestant, healthy and energetic. Available now.

R. P. BROWN

4436 Klinge Street, N. W.
Washington, D. C.

Due to Merger

SALES MANAGER and EXECUTIVE desires connection where intelligent analysis, initiative and ability to handle men and get results are required.

Has a thorough knowledge of modern merchandising methods, sales quotas, etc., and a fourteen years' record of successful performance with three large manufacturers marketing their product nationally.

Experience also includes office and advertising supervision and actual work with the salesmen in the field.

Salary \$10,000 but would consider less if headquarters in New York City and if there is real opportunity for advancement.

Address "C," Box 66
Printers' Ink

is "old stuff" unless he shows certain lines and points to their superiority. If salesmen would always present an advertising policy of a house from the standpoint of the buyer's interests, it would bear frequent reiteration.

It has been my experience that when a manufacturer goes into advertising, within a very short time his men receive much better treatment at the hands of buyers in both wholesale and retail outlets. Our trade has been sufficiently educated to realize at once the value of national advertising—and even where that value is not immediately apparent on the surface, the mere fact that such an effort is being made by the manufacturer proves that he is doing all he can to make his goods salable for the wholesaler and the retailer.

It seems to me that it is not possible to go into the right sort of national advertising on Cinderella products without at once raising their general standard in the eyes of the trade and the public. At the outset, our Cinderella may not be equipped with an entire dress for the ball. She may have added a scarf here or a slipper there, but she is on the way to becoming a lady.

Henry Ford's advertising started making "a lady out of Lizzie" long before the appearance of the new model.

Even if Cinderella should add nothing to her rags, nevertheless she is out in the wide, wide world and can probably secure a much better job when people get to know her than the one she has now with her two proud sisters.

To Start Advertising Service at Boston

The Triway Publicity Company, Inc., has been organized as a general advertising service and will open offices at Boston in the near future. W. H. Burnley is president of the newly organized business.

New Account to O'Connell-Ingalls Agency

The Silk-Eze Corporation, Boston, has appointed the O'Connell-Ingalls Advertising Agency, of that city, to direct its advertising account.

I WANT TO MAKE A LOT OF MONEY!

WHAT HAVE YOU
to offer in return for the services of a man of
enthusiasm, perseverance, originality, and the
ability to get the signature on the dotted line?

This is addressed to newspapers and advertising agencies:

TO NEWSPAPERS:

If you are looking for a man with a wide circle of agency connections and whose seven years' work in New York City has admittedly done big things for the paper he represented, write me.

TO AGENCIES:

If you are looking for a man of original ideas on new accounts—a man with a great many intimate connections, I'd like to talk to you. I'll get the business.

For references call up any well-known New York or Philadelphia advertising agency, or any New York newspaper.

"STEAMBOAT" FULTON
71-11 Ingram Street, Forest Hills, L. I.

**distinctly of and
for Nebraska—
The Nebraska
Farmer
directs its reader
appeal and service
to this great
market**

**Nebraska Member
Standard Farm Paper Unit**

Oct. 17

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FARM PAPER SUMMARY FOR SEPTEMBER

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1928	1929
	Lines	Lines
Country Gentleman....	52,924	56,461
Capper's Farmer	19,652	23,188
†Successful Farming ..	19,282	23,067
California Citigraph..	17,769	22,383
New Breeder's Gazette.	19,985	19,986
Farm Journal	14,449	14,691
Farm & Fireside.....	13,127	11,865
Florida Grower	6,668	9,137
Farm Mechanics	7,577	6,468
Amer. Fruit Grower...	5,252	6,060
The Bureau Farmer...	5,580	5,061
Better Fruit	5,253	4,828
The Florida Farmer....	*7,228	3,726
American Farming	4,770	3,630
Pacific Homestead	2,936	2,866
Amer. Produce Grower.	4,636	2,664
Farmers' Home Journal	1,475	1,502

Total208,563 217,583

* Two Issues.

† The Dairy Farmer combined with
Successful Farming.

SEMI-MONTHLIES

	1928	1929
	Lines	Lines
Dakota Farmer	36,321	31,621
Missouri Ruralist	29,706	30,196
Hoard's Dairyman	25,584	25,223
Okla. Farmer-St'kman.	28,806	23,671
Montana Farmer	20,784	20,721
Southern Agriculturist..	17,796	17,523
Southern Planter	17,471	17,370
The Illinois Farmer...	16,128	17,280
Utah Farmer	16,036	15,203
Western Farm Life....	15,421	14,622
Southern Ruralist	13,849	12,289
The Arizona Producer.	10,808	8,273
Farmer & Breeder.....	7,416	5,947
Missouri Farmer	6,132	5,612
Arkansas Farmer	3,656	3,874

Total265,914 249,425

WEEKLIES

(Four Issues)

	1928	1929
	Lines	Lines
The Farmer	752,463	49,860
Nebraska Farmer	751,292	45,325

A Standard Farm Paper

A NATURALLY PROSPEROUS FARM MARKET



Livestock Makes Possible Year Around Cash Returns

The greatest circulation in our 48 years of service to the Livestock Field is available now to those who want their advertising to reach the most prosperous group in agriculture.

You start with the best prospects when you advertise in

The New BREEDER'S GAZETTE

Purebred Record Building

Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS
Chicago

WALLACE C. RICHARDSON
250 Park Ave., New York City

IS IT TRUE?

That all agency men must have been suckled on copy and art work, weaned on layout and the use of type, and educated from the first lisping syllables onward to their present magnificent estate in the right psychological approach?

Or is there an agency in New York which can make use of a mentally alert man with eight years of newspaper and publicity training, backed by a Middle Western university education, superimposed on a mind that works naturally in a clean-cut balanced manner?

If there is, I would like to get in touch with that agency's personnel head to say a word in my own behalf besides the facts that I am white, Gentile, 32 years old, reasonably trustworthy in doing the job I undertake and keen on tying up with some reputable agency.

Present employment, newspaper man. Salary demands reasonable.

"E," Box 68, Printers' Ink.

Direct Mail and Advertising Executive 8 Years Experience

An unusual opportunity for a manufacturer or publisher to secure the services of a well-known advertising executive at a salary that will not distress a modest budget. I am handling three well-known accounts on a retainer basis, and can take just one more, making my headquarters with that client every afternoon in the week. My services include the preparation and layout of all mailing pieces, booklets, house-organs, sales and collection letters. For a manufacturer, will prepare his advertising copy and assist in securing the proper media. For a publisher my experience in installing of circulation systems and the handling of A. B. C. reports should prove valuable. Let us get together and discuss your advertising and direct-by-mail problems. I may be able to give you just the service you are seeking. Address "L," Box 211, care of Printers' Ink.

	1928	1929
	Lines	Lines
Wisconsin Agriculturist & Farmer	29,096	42,499
Prairie Farmer	147,846	41,052
Iowa Homestead	38,650	39,491
Kansas Farmer, Mail & Breeze	140,767	37,783
Wallaces' Farmer	43,425	36,689
Ohio Farmer	137,397	34,592
Michigan Farmer	135,774	34,106
The Farmer's Guide	137,238	31,901
Farm & Ranch	134,136	31,163
Pacific Rural Press	135,019	29,805
California Cultivator	127,670	29,083
Pennsylvania Farmer	132,448	28,437
New Eng. Homestead	128,935	27,157
Idaho Farmer	25,837	23,483
Washington Farmer	28,334	23,209
Rural New Yorker	131,597	22,508
Oregon Farmer	28,686	22,438
Progressive Farmer & Farm Woman	126,988	22,130
Amer. Agriculturist	121,495	20,904
Dairymen's League News	6,451	5,858
Total	741,544	679,473
†Five Issues.		

FARM NEWSPAPERS

(Four Issues)

	1928	1929
	Lines	Lines
Kansas City Weekly Star	23,263	24,359
Dallas Semi-Weekly Farm News	11,056	6,492
Memphis Weekly Commercial Appeal	8,555	4,872
Atlanta Tri-Weekly Constitution	3,861	2,807
Atlanta Tri-Weekly Journal	3,140	1,833
Total	49,875	40,363
Grand Totals	1,265,896	1,186,844

(Figures compiled by Advertising Record Company)

Join Henri, Hurst & McDonald Agency

S. H. Ashman, formerly with Vanderhoof & Company, Chicago advertising agency, has joined the executive staff of Henri, Hurst & McDonald, Inc., advertising agency of that city.

Francis A. Harper, Jr., recently with the advertising department of Montgomery Ward & Company, has joined the copy department of the Henri, Hurst & McDonald agency.

MEDICINE and the NEGRO FIELD

No other field offers as great a sales outlet of proprietary medicines as does the Negro market.

Step into any drug store located in a Negro neighborhood and compare the sale of remedies there with the sale of the same commodities in a drug store located in a white section of the same town. The volume, in favor of stores catering to Negroes, will prove startling!

Many national advertisers, having discovered the fertility of this tremendous field . . . over 11,000,000 people . . . are putting their story across through the columns of THE CHICAGO DEFENDER.

The largest Negro newspaper in the country, THE CHICAGO DEFENDER is accepted everywhere as a leading Race news and advertising medium.

Investigate!

THE
Chicago Defender
OF CHICAGO AND NEARBY CITIES

ROBERT S. ABBOTT PUBLISHING CO.
Publishers

Represented by W. B. ZIFF CO.

CHICAGO
608 S. Dearborn St.
Harrison 8768

NEW YORK
351 Fifth Ave.
Vanderbilt 0435

St. Joseph's G.F.P. ASTHMA
WOMAN'S TONIC
CHICKEN'S PILLS
Thousands know how to relieve rheumatic pain. Stop That Cough! Quick!
CARDUI
Helps Women to Build
BAYER
ASPIRIN
SMITH BROTHERS Triple Action COUGH SYRUP
PISO'S
NEW KONJOLA
RESTORED ME TO HEALTH
For Better Health to Do Your Work
LYDIA E. PINKHAM'S VEGETABLE COMPOUND
PERUNA
SINCE 1894
Spicer's NUX-HERBS IRON
LAXATIVE-DIURETIC AND TONIC
MAKE-MAN TABLETS
The Manly Iron Tonic
KIDNEY & LIVER MEDICINE
FREEZONE
St. Joseph's Pure ASPIRIN
Tanlac
Corns
Millions of Families Depend on Dr. Caldwell's Prescription

THIRTEEN COURT ACTION AT ELKS CONVENTION
CHICAGO, October 15
SHIRINERS FACE SECOND LAWSUIT
The Illinois State Sheriff's Office is today in the city of Chicago, where it is expected to remain for some time.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1883 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 181 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
BERNARD A. GRIMES, News Editor

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E. B. Weiss	Andrew M. Howe
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Thomas F. Walsh	Don Mason
H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Fredric Read

Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, OCTOBER 17, 1929

Forgetting the Consumer

Many a manufacturer has drifted into dangerous waters by keeping one eye on his competitors and the other on his distributors, and forgetting to cast a glance now and then toward the consumer who has the power to wreck his business. It is important to know what competitors are doing; it is important to keep distributors happy, but what the manufacturer is in business for, primarily at least, is to render some sort of service to his consumers. Every move he makes should be with the consumers in mind.

O. H. Cheney, vice-president of the Irving Trust Company, New York, voiced this thought recently at the convention of the American Bakers Association. "Unfortunately," he said, "too many industries in recent years have forgotten that

they are in existence to serve consumers—they have devoted nearly all their attention to distributors. 'Getting distribution,' to them meant getting a lot of dealers signed up and stocked up—and all too often they forgot the dealer couldn't use the stuff himself and that he stayed stocked up with any brand of goods, he would very soon become unsigned, as it were. There was a strong tendency to do everything not to move the goods to the consumer but to impress the dealer—and to give him almost any terms to stock them."

Mr. Cheney criticized the baking industry for forgetting the consumer. He urged it to stop price cutting and other unsound practices and to educate the consumer through advertising. He branded it as an under-advertised industry when he said: "The population grows—and the per capita consumption of bread declines. . . . The baking industry has mistaken customer lists for demand and the result is overcapacity and overproduction, potential and often actual. And overcapacity always means bitter competition."

Mr. Cheney's shafts might well have been directed at many another industry. The baking industry has no monopoly on these weaknesses. Whole industries and individual manufacturers are in many instances watching distributors—and competitors—and closing their eyes to the changing habits and fads of their ultimate buyers. The consumer is a fickle thing; he wants change almost hourly. The manufacturer who does not observe the consumer's every whim, who is not able to forecast many desires, is doomed. Modern consumers want more than good products. They want them made to suit their own wavering desires—and they want them when they want them—not the next day. Only those companies that are anxious and able to keep abreast of consumer demand have any chance of long survival. Every industry has its graveyard of companies which forgot what they were in business for—to serve consumers.

Forget the consumer and he'll forget you.

Cutting Down Marketing Costs

It is so often said that the next great economies in industry are to be in the distribution and marketing ends, that many people wonder how to go about analyzing their own problems. So many general statements are made to the effect that the cost of distribution per unit has increased even though dollar value has decreased and that present distribution cost and its percentage of the sales dollar is an alarming figure, that the individual problem is sometimes lost in a haze of generality.

For that reason, W. F. Coleman, treasurer of the W. A. Jones Foundry & Machine Company, whose paper recently won the A. T. Simonds Economic Awards contest, has done a favor to manufacturers by his treatment. He has listed not only the motives which lead to sales and advertising efforts, but also factors which destroy sales, various methods of selling, the types of people to whom a firm sells, client's relations to the concern, what the concern offers to the prospect, what motives cause the buyer to buy and a number of unusual indices for locating sales and new sales outlets. In his list of what a company may offer prospects he mentions service, price, quality, savings from use, human comfort, human safety, increase of production, appearance, utility, investment, deferred payments. In every classification his listings suggest new courses of action and point the way to possible savings in methods.

The whole paper, as published by The American Management Association, suggests a logical means whereby any firm, from the smallest to the largest, may check its own procedure, list its own vital factors and remedy its own condition. Even a total marketing expenditure as low as \$3,000 a year, Mr. Coleman says, could be studied by cross checking his list and "no doubt with wiser expenditure greater results could be obtained." He points out that even small marketing costs may be running

against a definite tide in human wants and, therefore, be high at any amount. In his summary, Mr. Coleman brings out facts which are worthy of consideration. He believes that increasing distribution costs can be compared with increasing production costs of a decade ago, and that they are bothersome only to those who have not sufficiently studied their own problem. He believes that intensive study and right thinking and acting will rapidly lessen this problem, to those who have it, in the next few years and that the problem is of the individual rather than of the group character.

The company which will list all the factors in its case, then make a careful study of its individual problem, and take action to cut unnecessary costs and unprofitable expenditures, will reduce individual distribution costs. The problem is a simple one in better analysis and management.

The Plan and the Future

The Honorable J. Ramsay MacDonald, Prime Minister of Great Britain, said many memorable things during his brief visit. Among them are the following thoughts addressed primarily to business men:

"There has never been anything done worth doing that hasn't been dreamt of, first of all. I venture to say that your experience, as business men, is like mine, that nobody here and nobody who is not here has ever established a successful business without dreaming about it at the beginning."

The plan for any business must come first. It must be a definite plan. It must be adhered to—it must be followed out. Too often the manufacturer who enters into a new sales or advertising campaign does so tentatively like a small boy walking into cold water, to withdraw at the first sign of chill. Too often the giant merger, brought together by promoters on a definite policy of expansion, increased volume, greater sales to cut down unit costs, soon becomes an organization which tries to save by

cutting off the motive power which built the individual businesses before they were merged. There is a disposition to think that the dream, well on its way to fulfillment by the individual builder of the business, becomes unnecessary when the business becomes part of a large and sometimes unwieldy combination.

One of the most successful business builders we have ever known, a man who built from almost nothing four great companies which are nationally known, always said that he was advertising for ten years ahead. His advertising was an integral part of his business. He never deviated from the course he had laid down for himself but built always toward his planned-in-advance objective. Ramsay MacDonald's words and his plan might be studied to advantage both by the man starting a new business who should take a five or ten year look ahead before he leaps, and by the giant combination which, without a definite plan and a dream to fulfill, will find it is merely traveling on the momentum of the past, and momentum is exceedingly poor motive power.

New Advertisers This issue of **PRINTERS' INK** carries short articles relating to the advertising campaigns, just started, in behalf of the Roquefort Cheese industry and of the Japanese Tourist Bureau. Each of these campaigns is worthy of comment. It is entirely too soon even to hazard a prophecy of the effectiveness of either of them—the articles are given place in this paper in order to put the advertising into the record. Five years from now—perhaps sooner—the story of results accomplished may be told.

These two advertising campaigns, far apart as the poles as to geographical origin and product advertised, have points of similarity. The Roquefort cheese makers in France have witnessed the advertising activities of competitors in Switzerland and America and are advertising against the day when Roquefort lovers may desert

from their allegiance. The Japan Tourist Bureau sees a thousand American tourists cross the Atlantic each season for every score that cross the Pacific to visit the Kingdom of Flowers. European travel, which does not need it so much, is fostered by manifold varieties of advertising; Japanese travel advertising, while not wholly non-existent, has never been very much in the public eye.

And so the cheese manufacturers of Southern France and the tourist interests of Japan knock at America's door, with advertising. In seeking for "under-advertised industries" these two had escaped the attention of most people. Each of them will add romance to the advertising pages. Each of them adds evidence that there are still more advertisable commodities "than are dreamt of in our philosophy."

"Lucky Lindy" Denied as Cigarette Trade-Mark

The First Assistant Commissioner of Patents has denied a rehearing of the case in which he decided that registration of the notation, "Lucky Lindy Cigarettes," as a trade-mark should be denied.

Being satisfied that confusion with the mark, "Lucky Strike" would result, it was held that the opposition to registration should be sustained although another similar mark had been registered, "which registration clearly should not have been granted without a contest between the application of petitioner and that of the registrant."

C. A. Lethen with Archer A. King, Inc.

Charles A. Lethen, formerly with the advertising department of the National Safety Council, Chicago, has joined the Chicago office of Archer A. King, Inc., publishers' representative. He will devote most of his time to representing *Sunset Magazine*.

To Direct Detroit Aircraft Sales Promotion

Pat Murphy, formerly general traffic manager of the Trans-Continental Air Transport Corporation, has been appointed director of sales promotion of the Detroit Aircraft Corporation, Detroit.

William H. Schutte, formerly production manager of the Harrison-Guthrie Agency, Minneapolis, has joined the sales staff of The Colwell Press, of that city.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loone-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Says Chains Will Eliminate Forced Distribution

There will be less national advertising intended to force distribution but more of the advertising that stimulates purchases, as the result of the "inevitable tendency toward chain store distribution," Merritt Lum, assistant general manager in charge of chain store development of Montgomery Ward & Company, told members of the Advertising Council of the Chicago Association of Commerce at their meeting last week.

"The private brand stepped in on the wave of economical distribution through the chains and scared, for a time, the advertised product," he said. "But value for value, acquaintance and prestige always win out. Advertising is no less effective under economy of distribution than under wasteful distribution."

Mr. Lum also believes that local advertising volume will by no means be lessened as the chains assume eminence. The battle of the chains is already here, he pointed out, and as chain stores multiply and competition becomes keener, more local advertising on the part of the chains is inevitable. Despite the tendency of some chains to substitute location and values for advertising, they are coming to realize that those factors are not the final substitute but the background for advertising, in his opinion.

As far as dealing in convenience items is concerned, the independent retailer is doomed, unless he lines up with some form of buying group and becomes a chain unit in modified form, said Mr. Lum. However, in style and specialty merchandise the independent who knows his public and caters to it on an efficient and intelligent basis "is not licked yet by any means."

A. O. Hewett Heads Pacific Display Men

A. O. Hewett, Portland, Oreg., was re-elected president of the Pacific Coast Association of Display Advertising Men at the convention of that organization held recently at Portland. H. B. Kelley, Yakima, Wash., was elected first vice-president; Bert Smyser, Tacoma, Wash., second vice-president; A. L. Sweet, Boise, third vice-president, and Adrian Delaman, Seattle, secretary-treasurer. The 1930 convention of the association is to be held at Seattle.

T. M. Reeder Heads Seattle Sales Managers

Thomas M. Reeder, sales manager of the Pacific Coast Coal Company, Seattle, has been elected president of the Seattle Sales Managers' Association, succeeding L. S. Ruble.

Stresses Simplicity of Expression in Copy

Simplicity of expression is the key to successful copy writing, Humphrey M. Bourne, vice-president in charge of copy of Street & Finney, New York advertising agency, told members of the Association of Advertising Men, New York, at a recent meeting. "Every big subject has its simple message," Mr. Bourne told the younger men in advertising, "and once the kernel of the argument has been disclosed, the copy helps to write itself." In support of his contention, Mr. Bourne cited the simply expressed yet powerful messages contained in the Lord's Prayer, the first chapter of Genesis and Lincoln's Gettysburg address.

"In writing copy," Mr. Bourne continued, "be yourself. Learn to work with ideas instead of playing with words. An ordinary advertisement based on a good idea is far more effective than a piece of 'literature' with no idea. Don't let your conceit make the advertisement a monument to yourself and a tombstone to the advertiser. Advertising has no place for writer's ego, artist's conceit, engraver's fancy or typographer's stunt."

Fort Worth Club Starts Fall Meetings

The Fort Worth, Tex., Advertising Club has resumed its regular meetings after the summer recess and is carrying out the "Know Advertising" campaign of the Advertising Federation of America for its program in addition to a series of meetings to be addressed by leaders in advertising of the Southwest. The new administration serving the club consists of Frank Mayborn, president; T. W. Karkalita, first vice-president; Wade Russell, second vice-president, and G. D. Eldridge, secretary.

R. W. Jones Heads Alpha Delta Sigma

Robert W. Jones, head of the advertising department of the School of Journalism of the University of Washington, was elected grand national president of the Alpha Delta Sigma, national professional advertising fraternity, at its recent convention at Louisville, Ky. The University of Washington, Seattle, has been selected for the 1930 convention.

Hartford Club Offers Advertising Course

The Hartford, Conn., Advertising Club is offering a course of instruction in advertising, beginning this year. Classes are being held once a week in the Hartford Evening High School.

E. J. Mohr Joins Gunite Corporation

Erwin J. Mohr, for many years sales manager of the Kinite Corporation, Milwaukee, Wis., has been appointed manager of industrial sales of The Gunite Corporation, Rockford, Ill.

Brach Account to Aubrey & Moore

E. J. Brach & Sons, Chicago candy manufacturers, have appointed Aubrey & Moore, Inc., advertising agency of that city, to direct their advertising account. Newspapers will be used.

Death of C. C. Clark

Cummings Collins Clark, vice-president and general manager of the American Paint Journal Company, St. Louis, publisher of the *American Paint Journal*, died at that city recently. He was twenty-eight years old.

New Accounts for Critchfield

The Western Saving Fund Society of Philadelphia and the Mutual Assurance Company, fire insurance, of that city, have placed their advertising accounts with the Philadelphia office of Critchfield & Company, advertising agency.

Chain-Store Sales for September

Company	September 1929	September 1928	% Chg.	9 Months 1929	9 Months 1928	% Chg.
F. W. Woolworth...	\$22,253,250	\$22,637,015	-1.7	\$205,030,858	\$190,317,224	7.7
Kroger Grocery....	21,417,973	16,343,395	31.0	211,502,864	146,164,456	16.3
Safeway Stores....	18,942,644	9,604,235	97.2	151,606,719	75,154,507	101.7
J. C. Penney.....	18,242,800	16,477,522	10.7	132,378,567	112,842,799	17.3
S. S. Kresge.....	11,971,087	11,914,240	0.4	104,286,976	96,599,581	8.0
American Stores Co.	10,379,790	10,493,634	-1.0	104,661,761	100,757,011	3.8
National Tea	7,012,046	7,229,469	-3.0	66,465,251	62,723,888	5.9
S. H. Kress	5,363,269	5,010,508	7.0	44,547,584	41,746,551	6.7
W. T. Grant	4,776,600	4,707,763	1.4	41,236,994	33,725,546	22.2
Walgreen	3,926,845	2,644,030	48.5	33,108,025	22,285,283	48.5
McCrary	3,580,610	3,344,367	7.0	29,758,830	26,959,096	10.3
Childs Company....	2,344,290	2,190,619	7.2	20,405,507	19,586,825	4.1
Daniel Reeves	2,326,845	2,304,133	0.9	24,672,126	22,322,056	7.7
J. J. Newberry	2,203,773	1,718,431	28.2	17,487,383	12,322,056	41.9
Melville Shoe	2,003,104	2,128,146	-5.8	18,621,477	15,839,387	17.5
McLellan Stores....	1,911,337	1,638,780	16.6	14,841,314	10,782,661	37.6
Interstate Dept. Stores	1,835,257	1,645,380	11.5	17,193,916	13,630,496	26.1
Schulte-United	1,784,820			10,996,074		
F. & W. Grand	1,731,196	1,443,390	19.9	14,244,739	10,297,785	38.3
G. R. Kinney	1,516,556	1,733,689	-12.5	14,232,002	13,171,932	8.0
Metropolitan Chain..	1,471,183	1,108,935	32.6	11,208,102	8,284,252	35.2
Lerner Stores.....	1,415,685	825,373	71.5	12,280,339	7,366,821	56.7
Western Auto Supply	1,374,000	1,113,370	23.4	11,498,154	8,776,594	31.0
G. C. Murphy	1,335,918	1,045,605	27.7	10,213,915	7,480,446	36.5
Waldorf System....	1,323,197	1,215,078	8.9	11,811,598	10,740,780	9.9
Lane Bryant	1,280,689	820,400	56.1	12,478,176	8,294,626	50.4
Peoples Drug	1,260,944	952,868	32.3	11,053,029	8,015,759	37.8
Neisner Bros.....	1,240,355	928,335	33.6	9,473,839	6,195,677	52.9
D. Pender Grocery..	1,232,368	1,236,555	-0.3	11,473,328	10,555,713	8.7
American Department Stores Co.....	785,757	461,675	70.2	7,268,276	3,784,475	92.0
Mangel Stores.....	695,365	610,069	13.9	7,350,518	5,579,636	31.7
I. Silver Bros.....	678,546	511,562	32.6	5,213,973	4,053,230	28.6
Davega	450,776	320,893	40.4	3,776,285	2,525,279	49.5
Kline Bros.....	411,907	287,001	43.5	3,153,652	2,179,612	44.6
Edison Bros. Stores	349,568	290,104	20.5	2,635,479	2,085,796	26.3
Federal Bake Shops	345,071	334,617	3.1	3,257,640	2,932,002	11.1
National Shirt Shops	310,005	276,597	12.1	2,977,930	2,476,107	20.3
Morison Elec. Supply	222,623	140,482	58.4	1,363,404	831,433	63.9
Total	161,712,049	137,688,253	17.4	1,415,766,604	1,129,817,378	25.3

Figures for Kroger Grocery, Daniel Reeves, American Stores Company are for four weeks and nine months ended September 28, 1929.

It should be noted that there were four Saturdays in September, this year, compared with five Saturdays in that month last year.

NUMBER OF STORES IN OPERATION

	END OF SEPTEMBER			END OF SEPTEMBER	
	1929	1928		1929	1928
S. S. Kresge.....	560	474	Metropolitan	134	101
McLellan	254	192	Peoples Drug	113	79
McCrary	243	223	Schulte-United	87	
Walgreen	344	216	Neisner Brothers.....	52	31
S. H. Kress	200	189	I. Silver Bros.....	43	29
G. C. Murphy	150	119	Davega	15	10

The Little Schoolmaster's Classroom

AT this present moment, everyone is getting quite excited over the amount of speculation on the stock market. This subject has been commented upon before, by the Schoolmaster, who has contended that all business contains a certain amount of speculation and that the stock market is merely the outward and visible sign of business speculation enhanced by a touch of the dramatic.

A large New York bank recently got a little worried over the amount of money it believed it was loaning to private individuals who were using it to speculate on the stock market. It made a confidential survey of its personal borrowers, to gain some accurate idea, and was very much surprised to find what its money was really being used for.

One depositor, an art connoisseur, was making quite a living by buying etchings of new artists and keeping them until the artist became better known and then disposing of them through exhibitions. Another depositor was buying cemetery plots in the spring, when the death rate was high, and selling them again before summer. Still another was selling furniture on the instalment plan for future delivery, at current prices, and then picking up the same furniture at sales. And still other depositors were speculating in shellac, bees, rubber coats for spectators at rainy football games and many other lines of interest. But the prize speculation of all was a spiritualist who had bought \$30,000 worth of canned goods and stored them in a neighboring town because he had been told by his dead father that his city would be wiped out by an earthquake.

As a result of the survey, the bank came to the conclusion that the money its depositors were using on the stock market was comparatively safe compared to the other uses it was being put to. All of which goes to prove that people are apt to get excited over

the dramatic externals of life, but live happily when much worse is going on inside about which they know little.

* * *

"Dear Mr. ———: I agree with you. Much will be said about Marshal Foch.

"But no one will write with the intimacy and authority of Raymond Recouly whose 'Foch: My Conversations with the Marshal,' Appleton will publish on Friday of this week."

Thus starts a form letter sent out by D. Appleton & Company to introduce a new book. The Schoolmaster puts this introduction before the Class because it shows what can be done with an ordinary letter. Immediately he read it the Schoolmaster reflected, "What have I said about Foch?" Upon further reflection he realized that he had said nothing. But in the meantime the entire contents of the letter had been read and he actually wanted to secure the book.

* * *

Many concerns engaged in exporting make it a point to watch the reports on trade inquiries issued by the Department of Commerce and export publications. Sometimes there is more opportunity offered in these inquiries than is indicated on the surface and, as a member of the Class writes, just how profitable may be the time spent in reading these inquiries depends on the alertness of the reader to uncover sales possibilities.

For example, the Class member cites one instance where the inquirer was going into the clay products business and wanted machinery, molds, etc. Our member was engaged in tracing inquiries for motor trucks. He was struck with the idea that if the inquirer was going to manufacture clay products, there would be needed a truck to transport the finished article. Sales literature was sent to the foreign prospect who communicated with the local distribu-



"Let Me Show You This"

The skilled salesman likes to show the product or good pictures of the product. For words are the sales talk—pictures the demonstration.

The sales letter too can say, "This is the new model" and show it with pictures if you use Two-Text Illustrated Letter Paper. You do not make your letters look like a circular. Not a bit of it, for the letter side is a fine bond surface that looks and feels as a letter should. Inside is a smooth coated surface suited to the finest color process and halftone printing.

The same color plates which

have been used in the magazines may be used again in direct-mail matter.

Adopt Two-Text for your direct-mail campaign and for answering inquiries and you have the advantage of keeping letter, pictures, printed description all together for immediate action or ready reference.

Often—very often—they will close a sale before slow-traveling mail pieces arrive.

Write for the Handbook containing samples of many successful letter campaigns and sample sheets of Two-Text. Standard Paper Manufacturing Company, Richmond, Va.

TWO-TEXT
ILLUSTRATED LETTER PAPER

BOND for the LETTER SIDE — COATED for the ILLUSTRATED SIDE

ACTION THAT COUNTS!

A Currier Letter Rack handles, sorts, classifies the papers of your daily work. It relieves you from shuffling and re-shuffling papers many times a day. It provides a place for every paper with each paper in its place. They are needed on every desk. Made of heavyweight Art Steel Olive Green Finish. Shipped all set up.

Letter Size 12 in. wide \$3.00
Cap Size 18 in. wide 7.00

Check size wanted and pin this ad to your letterhead.

Try it before you buy it.

CURRIER MANUFACTURING CO.
61 N. W. Terminal, Minneapolis, Minn.

Who Needs This Man?

A Sales Promotion, Advertising and Publicity executive, with fifteen years' experience promoting large projects and services, seeks a bigger opportunity for service in the above capacity, or as a Trade Association Secretary.

Has also served as Editor of House-Organ and District Manager for a national trade promotion and educational association.

Is considered as an exceptionally forceful writer and speaker on business development subjects—experienced in educating and developing dealers and salesmen. Age 39. Now located in Chicago. Salary desired commensurate with ability. Address "J," Box 210, care of Printers' Ink.

Circulation Executive

to supervise suburban circulation for metropolitan daily; between 30 and 40 years of age; forceful personality and initiative, sales promotion ability and successful record; knowledge of newspaper circulation essential; exceptional opportunity for high grade man.

Address "Z," Box 63, Printers' Ink.

tor and two trucks were sold.

On another occasion an inquiry was published from a Central American merchant who requested quotations on cold storage eggs. Here, decided our Class member, was a prospect who would need a truck of special smooth running character and exceptionally well sprung, as described in the advertiser's literature, so folders devoted to a particular model were sent along together with a letter. Again, a sale resulted.

The Schoolmaster picks these two incidents for discussion because he recalls several sales managers who give the work of checking such trade inquiries to minor clerks. This is done to save time as these sales managers claim they have no time to read trade papers or bulletins!

* * *

Some interesting figures on chain stores and independents in a city of 60,000 population located in the South have been compiled by a local newspaper. The statistics need no embellishment—in fact, to be entirely original, the Schoolmaster might say they speak for themselves. Here they are:

Over a five-year period ending in 1928, the number of chain-store outlets in this city increased by 96 per cent, the number of independent retail grocery stores by 1 per cent. The mortality for chain outlets was 17 per cent; for independents 55 per cent.

In the downtown section of the city the figures are perhaps more startling. The number of chain outlets in that section increased, during the five years, between 6 and 13 per cent, with no mortalities. The percentage of independent retailers in that section dropped from twenty-six to nineteen, representing a mortality of 42 per cent.

* * *

These figures remind the Schoolmaster of some related statistics issued recently by the Bureau of Foreign and Domestic Commerce in connection with the survey of the grocery industry conducted in Louisville, Ky. In the course of this survey it was discovered that

W. SCOTT PATJENS

announces, effective immediately, that he has withdrawn as Advertising Director of the Mackinnon - Fly Publications.



OCTOBER 14, 1929

1459 UNIVERSITY AVENUE

NEW YORK CITY

Publication Manager Or Sales Manager

If you are looking for some immediate results towards more pages in your paper, you will be interested in the services of a man now directing the advertising department of an outstanding technical journal, who has had wide experience as editor, salesman, research and promotion manager, treasurer and business manager. Age 34.

A position as account representative with an advertising agency would be of interest also. Address "B," Box 65, Printers' Ink.

WANTED

Outdoor Advertising and Commercial Sign Solicitor

The L. H. Trowbridge Sign Co.
of Newark, N. J.

have a profitable permanent opening and excellent opportunity for a first class man who knows his stuff, who can do things and sell on his own initiative. Unless experienced in this line, and a live wire, with exceptional sales ability and sales promotion experience, don't apply.

Net Paid Circulation now 23,201

Advertising Rates: Page,
\$135; half page, \$67.50;
quarter page \$33.75; one
inch, minimum, \$10.50.
Classified, 75 cents a line,
minimum order \$3.75.

PRINTERS' INK

(Weekly)

185 Madison Avenue
New York City

it costs a retail grocer approximately 2 cents to make each sale. A sale was defined as the usual quantity of every product ordered, as, for example, five bars of 5-cent soap, five pounds of sugar, etc.

In the Schoolmaster's opinion, that 2-cent average is not true of the grocery chain stores. It is his thought that the chains have probably brought the figure way down—perhaps nearer to 1 cent than 2. And in that difference is to be found a reason for the large mortality of independents as compared with the comparatively small mortality of the chains. Odd, isn't it, how competition has brought many businesses to the point where ultimate profits depend upon the number of mills that can be saved here and there from Old Man Overhead?

* * *

"May I arise," asks Louis G. Etelson, of the direct-mail department of the Hecht Company, which operates retail stores in Washington, Baltimore, New York, Paris and London, "to offer an exhibit that may interest you and some of my Classmates?"

The exhibit is a suggestion from John O'Ren's "Down the Spillway" column in the *Baltimore Sun*; to wit:

Before it is too late, some public-spirited citizen should set himself to the task of gathering a file of mail-order catalogs, complete by years since these establishments started operations, and deposit it in the Enoch Pratt Library, or some local museum. If that were done, I am convinced that it would embody one of the most entertaining collections extant; and I'm sure it would be an almost invaluable source book of American history.

In the pictures on and in mail-order catalogs there is written a whole history of the American people in recent years. Won't someone undertake to see that it is not lost, but duly preserved where it can be the delight of future generations?

Mr. Etelson commends the idea and offers the additional suggestion that the public libraries establish departments or sections for advertising study, in which would be preserved the mail-order catalogs and specimens, as well, of

One of Our Members *wishes to merge*

A ONE-MAN agency, with a capable staff and a volume around \$250,000 of clean, well regarded accounts. Has handled single appropriations up to \$250,000.

Established eight years; financially sound; a member in good standing and highly respected.

Head of agency, university man, 39 years old. Special capability contact and selling.

Desires to merge with similar size or larger agency, in order to provide and finance more senior talent inside and thus enable him to devote more time to developing the joint business. Feels at present handicapped in this respect.

Prefers to merge with an agency which feels the need of more business getting activity and has the advertising talent and experience to do a good job; also financially sound.

But would consider acting as New York end of Western or out-of-town agency, on a merger basis.

Please address Headquarters if you are interested, whether a member or not. Strictly confidential.

American Association of Advertising Agencies
420 Lexington Avenue
New York, New York

An Unusual Opportunity

for a

Young, Ambitious Writing Man

One of Philadelphia's leading younger agencies is about to increase its copy staff.

We need a man about 30 years of age, with agency experience on national accounts. He must be a versatile, interesting writer with some creative ability.

This position offers unusual opportunity for writing development, greater responsibility and increasing income to the right man.

Applications should contain full details of personal history and experience and should be addressed to "A," Box 64, P. I.

FOR SALE

copyrighted trade mark

BETTER BABY

Covers Drug and Sundry Infant Items

Address "H," Box 69, Printers' Ink

SPACE BUYER WANTED

Chicago advertising agency has opening for man to head space buying department. Must be well posted on media and rates, have some knowledge of marketing and distribution, and know how to merchandise advertising effectively. State age, salary wanted and review your experience in detail. Address "D," Box 67, Printers' Ink, 231 South La Salle St., Chicago, Ill.

Artists Looking For Advertising Man Who Is Looking For Artists

An organization of five free-lance creative artists in a city a few hours' ride from New York wants to make an arrangement with advertising man anywhere to do some of his artwork. In business eight years doing artwork for nationally known companies. Attractive proposition. Confidential. Address "Y," Box 133, Printers' Ink

other forms of advertising, and in which advertising might be studied in the manner in which the libraries now provide facilities for studying such subjects as art, music and languages.

The Schoolmaster endorses Mr. Etelson's amendment and offers one of his own. Why not preserve for study and for posterity, not merely the advertising, but the products themselves? Why not set aside, say, a season's showing of representative styles in apparel, in household furnishings, in musical instruments, in automobiles? Why not a sort of Smithsonian Institute for Business? We'd save no end of detective work for future archeologists, no end of heavy excavating for the Roy Chapman Andrewses that are to come. We've no dinosaurs; at least, your Schoolmaster has seen none lately. But a thousand years from now no reconstructor of the past need grieve over the lack of a setting of dinosaur eggs if he could have, for deduction touching on our times, such evidential exhibits as a 1929 model frying pan, a ukelele, and a pair of 1929 pants. Upon even so meager a basis, even an apprentice archeologist could accomplish wonders.

H. S. McGuire Returns to Touzalin Agency

Harold S. McGuire, recently with the Biow Company, Inc., New York advertising agency, has joined the Charles H. Touzalin Agency, Inc., Chicago, with which he was formerly associated. He was at one time Western manager, at Chicago, of the Capehart-Carey Corporation and, prior to that, had been sales manager of the Orange Crush Company, Chicago.

W. A. McNamara Starts Own Business

William A. McNamara, for ten years advertising manager and sales promotion director of The Lehon Company, Chicago, manufacturer of Mule-Hide roofing, has resigned from the Lehon company to start his own direct-mail advertising service at Chicago.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agency

Toronto Montreal Winnipeg Vancouver Hamilton London Eng.
New York Office 2132 Graybar Bldg. Thomas L. Briggs Manager for United States

Whew!

THE DOW DRUG COMPANY
CINCINNATI, Oct. 4, 1929.

Editor of PRINTERS' INK:

Satire based upon knowledge of, and correct information concerning the subject satirized is interesting and sometimes helpful. But satire based upon a profundity of ignorance concerning the subject satirized is plain abuse. U. V. Wilcox—what a consumption of the tail end of the alphabet!—in his (I think it's a "he") article in PRINTERS' INK of September 26, delivers himself of a satire of the second class. He is neither accurate, interesting nor constructive. It is doubtful whether there is a full basis of fact in the alleged episodes which he so glibly narrates.

Although Mr. Wilcox would teach chain drug store operators the proper management of their business, it is apparent that his contact with it has been limited and his knowledge of it is superficial. The chances are that he is a facile pencil pusher who at all times, upon shortest notice, is ready to undertake to spoil a certain space of white paper with words upon any conceivable topic.

Few chain drug stores are operated in the manner described by Mr. Wilcox, and those that are have good reason to be. A certain amount of departmentization is necessary in any even fairly large store. Cigar counters and

soda fountains especially must be services separate from the remainder of the store. I presume Mr. Wilcox wants the soda dispensers to go with him to the cigar counter (maybe he likes company) and the cigar salesman to accompany him to the prescription department and sell him his syrup of squills (or squalis). Mr. Wilcox fails to describe his sensations upon attempting to purchase his usual "stogie" at the cigar counter and finding the cigar salesman spending an idle half hour trotting around the store with "Mr. Wilcox No. 2." That description would sling some more ink!

Chain drug store operators have given long and careful thought to the matter which Mr. Wilcox so thoughtlessly discusses and his article is not calculated to be of any benefit. Chain drug stores in no sense or degree (and this is apparent to all but the unthinking) are operated in the "public-be-damned spirit" as suggested by Mr. Wilcox, but it is probable that chain drug store operators will be inclined to apply that obligation to Mr. Wilcox alone.

D. C. KELLER,
President.

The Gill Brothers Seed Company, Portland, Oreg., national distributor of flower and garden seeds, has appointed the W. S. Kirkpatrick Advertising Service, of that city, to direct its advertising account.



AGGRESSIVE

No, not aggressive but just sure of himself. He subscribes for the **STANDARD ADVERTISING REGISTER**—"The Red Book"—and is certain of his information about **NATIONAL ADVERTISERS** and **ADVERTISING AGENCIES**. This is a thoroughly dependable **SERVICE** and is kept to date by regular revisions and weekly reports.

Quit Guessing—Get the Register!!

National Register Publishing Company

Eastern Offices

245 Fifth Avenue, New York
7 Water Street, Boston

Western Offices

140 So. Dearborn Street, Chicago
1226 Russ Bldg., San Francisco

Multigraph Ribbons Re-inked

Our *SAFETY*

*Sends 3 Ribbons
to be Re-inked
at your expense*

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

W. Scott Ingram, Inc.

57 Murray St., New York City

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Publisher Representative in Chicago, Baltimore and Boston to represent live drug publication which reaches practically every retail and wholesale drug store in South. Box 673, Printers' Ink.

Direct Mail Advertising created, planned and written. Booklets—broadside—folders. Inquiry involves no obligation. Phone Ashland 4251, Dart Directed Advertising, Inc., New York Life Bldg., N. Y. C.

OPPORTUNITY FOR PUBLISHER TO CUT COSTS

A high-grade modern printing plant will contract to print, bind and mail a magazine, trade paper or house-organ for a responsible publisher.

THE TUTTLE COMPANY, RUTLAND, VT.

Manufacturer and Distributor with good facilities wants to augment line with products preferably adapted to stationery and hardware trade. Can take over sole distribution and manufacturing if desired. Will consider purchase of patents or manufacture on royalty basis, or purchase of any going plant. All communications held strictly confidential. Write to Weston Hill, Inc., 8 East 41st St., New York, N. Y.

HELP WANTED

Wanted—Experienced advertising salesman who is familiar with the Paint and Varnish manufacturers, for a quarterly magazine. Post Office Box 411, Asbury Park, New Jersey.

EXECUTIVE SERVICE CORP. (Agency) 100 East 42nd Street New York City Advertising men seeking opportunities register with us. All correspondence confidential.

VISUALIZER

wanted by prominent New England Agency. Man who can make effective layouts.

Unusual future for right man. Write full details in first letter. Box 665, P. I.

SALESMEN—permanent liberal earning opportunity is offered to several more men who are free to travel and can qualify to sell a practical show window Service of real advertising quality to retailers. Commission basis; exclusive territory. Business established over 15 years. State a few details of your experience for attention. Interview and personal coaching in territory. Address P. P. S. 1330-38 W. Van Buren, Chicago, Ill.

COPY WRITER WANTED—Young man, experienced, with above-average ability and capacity, by recognized Indiana agency. State fully your experience. Send two samples of your best work. Reasonable salary. Box 687, P. I.

SALESMAN for Eastern States by publisher of Class Journals; Publications well established in their respective fields and favorable connection is open to right man; present connection, experience, education and age should be included in application. Box 686, Printers' Ink.

Assistant to Sales Manager of Chicago Branch of large nationally known silverware manufacturers. Must be of proven record and have some experience in sales supervision and merchandising. Write giving full details and salary expected in first letter. Box 692, Printers' Ink.

DIRECT MAIL MAN who can produce business by mail. Experience in selling business-paper subscriptions by mail preferred, but not essential. Send full particulars (age, experience, salary expected, etc.) to Box 668, Printers' Ink. The advertiser is a large organization, publishing a number of leading business papers. Your letter will be held strictly confidential.

A GROWING NEWSPAPER in a growing city requires a young man in his late twenties or his early thirties, whose past training fits him for an important position in our National Advertising Department. The man we seek has had at least 3 years' actual selling experience with a newspaper, magazine or special representative, has had merchandising or research experience with a newspaper, advertising agency, or with a national advertiser, and he is a keen student of markets and distribution. He will have to stand an extremely searching examination, for we seek a man who will form a permanent part in our organization. Give full details of education, experience, age, and salary requirements. All correspondence strictly confidential. Box 671, Printers' Ink.

POSITIONS WANTED

Executive Type Business Woman desires position where adaptability, splendid initiative and experience will be needed. Can manage office or department satisfactorily. Box 677, P. I.

LAYOUT MAN

Capable of exceptional creative work. Box 688, Printers' Ink.

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JUNIOR COPYWRITER—young man, 21, well educated, now employed writing, wants position with future. 2 years' advertising and reportorial experience. Box 685, Printers' Ink.

AN EXPERT in selecting, training, managing, and inspiring high-grade salesmen, age 30; competent, likable, sincere; experienced large and small organizations is available. Box 670, P. I.

DESIRES SUBORDINATE EDITORIAL POSITION with reputable magazine—young man, 26, with experience writing for suburban paper. Salary demands moderate. Box 667, Printers' Ink.

Do You Need A PRODUCTION MAN?

Familiar with printed matter. Capable, conscientious, dependable. Write Box 664, Printers' Ink.

CAPABLE PRODUCTION MAN—23, college trained, conscientious, willing, aptitude for his work, 2 years' intense practical agency experience in responsible position. Box 676, Printers' Ink.

COPY WRITER

Of outstanding national, mail-order and direct mail; immediately available; accustomed to \$8,500 yearly. N. Y. man. Box 690, Printers' Ink.

PRODUCTION MAN

wishes to connect with agency or manufacturer. Knows all phases of printing. Ten years' experience in Direct Mail field. Highest references. Box 695, P. I.

FREE-LANCE ARTIST

wants desk-room in high-type office. Will exchange services for space. Tel. Boulevard 7325.

Young Lady—8 years' advertising experience, seeks position as assistant to busy advertising executive. Excellent stenographer, good knowledge layouts, production, etc. College training. Christian. Box 693, Printers' Ink.

Production Man—28, desires position with publisher. Thoroughly experienced in handling contracts, engravings, layout. Knows copy, printshop methods, and can contact with advertisers and agencies. Box 678, Printers' Ink.

Advertising Salesman desires immediate connection. Sold class and trade-paper space in New York and Eastern territory over seven years for one publisher. Desires publication of merit in same territory. Box 691, Printers' Ink.

WIDE AWAKE YOUNG MAN

27, 3 years in charge of operation in Outdoor Adv. Co. Ambitious, hard worker, unquestionable references. Prefers connections with agency or manufacturer. Box 680, Printers' Ink.

COPY WRITER

In the past eighteen years, I may have missed a few of the technical wrinkles of advertising. But I do know the fundamentals. And I can write copy that is human, interesting and easy to read—and it usually achieves its purpose. A \$4,000 bait would interest me. Box 675, P. I.

ADVERTISING SALESMAN—age 25, having six years advertising agency, metropolitan newspaper and magazine experience desires position selling space; knows N. Y. C. agencies. Box 689, P. I.

Eastern Advertising Representative, making headquarters in New York, excellent record on semi-technical trade papers, 11 years' advertising experience, last 2½ selling space. 28 years old, married. Box 683, Printers' Ink.

FREE LANCE

or part time services of technical (medical, dental and pharmaceutical) copywriter and artist available for direct mail, trade paper or house-organ work. Box 679, Printers' Ink.

ADVERTISING SALESMAN

Seeks opening with reputable and substantial publication. Has had successful selling record of nine years with two publications in Eastern territory. Age, 33 years. Box 684, Printers' Ink.

Prominent, Creative Typographer—Practical printer, whose outstanding work gains frequent trade notice; comprehensive knowledge direct-mail, agency, ad-typography production. Interview will uncover assets of value to progressive firm. Box 694, Printers' Ink.

Young Man, 25, single, college education, 7 years' agency and newspaper experience (production and selling) desires permanent connection with future in Eastern United States. Ambitious, conscientious and hard-working. Best credentials. \$50. Box 681, Printers' Ink.

ADVERTISING MANAGER for medium sized manufacturer or assistant to advertising manager of larger concern. 11 years' experience; conversant with every phase including marketing, planning, etc., have also sold space for over two years. 28 years old, married. Box 682, P. I.

WOMAN EXECUTIVE—One to whom small details and large responsibilities can be safely entrusted. Eight years' experience as Business Manager of Magazines. Thorough knowledge of advertising and circulation problems, budget control, personnel administration. Adaptable—Efficient—Intelligent. Box 666, P. I.

Private or Executive Secretary—German university man, 28, married, 6 years in country, desires connection with German or American executive or corporation expanding in U. S. or Europe, respectively. Thorough training in journalism and advertising, here and abroad. At present with foreign staff of New York paper. Box 669, Printers' Ink.

CAUTION!

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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Carroll Dean Murphy, Inc.

31st Floor, Pure Oil Building
35 East Wacker Drive
CHICAGO

Vigorously growing, through our
fixed policy of rendering a thor-
oughly professional agency service
with all contacts in the hands of ex-
perienced owner-principals, we an-
nounce the consolidation with us of
HOOPS ADVERTISING COMPANY,
adding to our group of owner-
principals Walter W. Hoops, for
twenty years an agency operator.

- Carroll D. Murphy, Pres. & Treas.**
- Myron T. Harshaw, V. Pres.**
- Walter W. Hoops, V. Pres.**
- Frank R. Schwengel, V. Pres.**

SEPTEMBER FOLLOWS SUIT

THE September circulation of the Chicago Daily Tribune was 852,595, a gain of 28,067 over September 1928, and the greatest September circulation in Tribune history. Every month this year the Daily Tribune has handsomely beaten its circulation mark for the corresponding month of 1928. In eight of these nine months its gains exceeded 30,000, in seven they have been over 40,000, and in four, over 50,000.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, Sept., 1929, 852,595 Daily, 1,134,925 Sunday